The high sweetness of the violins carries the theme; the deep drums beat the rhythm; a great symphony holds a million audiences in its spell.



RCA has made radio not only greater—but simpler

EVERY RCA Radiola shows this trend toward simplicity—combined always with new achievements in performance.

Consider the eight tube super-heterodyne, Radiola 28—a remarkable instrument of music

and of radio. It is a simple, charming piece of furniture— and it captures the magic of distant music with the turn of a single control!

In the RCA Radiolas of today, single control has been tried and proved.... it is no experiment. And operation from the lighting socket has had many months of testing and perfecting. They

Radiola 28, eight tube super-heterodyne, single-controlled. With 8 Radiotrons \$260 RCA Loudspeaker 100 . . \$35

have shown the remarkable musical possibilities of radio when hooked up with the power of the lighting circuit. And practically every new feature of radio today was first developed by RCA engineers—or by their associates in the General Electric and Westinghouse labor-

atories.

They have made the old type radio obsolete, and have brought a new conception of radio—and of music—to thousands of homes. From the least expensive Radiola to the most remarkable "electrical" model, each represents the most advanced radio of today—and the most thoroughly tried and proved.

Buy with confidence

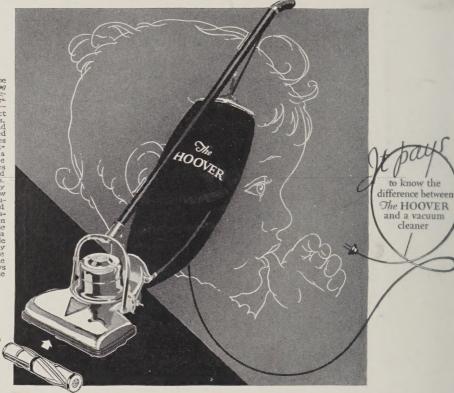


"POSITIVE AGITATION"

"Positive Agitation"

Agitation"
asaccomplished in the
new Hooveris beating
— the time-tested requirement of thorough rng-cleaning—
reduced to an exact
scientific process.
Such beating, instead
of being concentrated
inafewviolentstrokes
as with the carpetbeater or broom, is
modified by The
Hoover into a series
of swiftly repeated
air-cushioned taps.
This is achieved by
means of atotally new
appliance—the exclusive and patented
HooverAgitatorillustrated here. Suction
life in the ring in the
cushion of air while
the Agitator gently
flutters out all the
embedded grit as the
strong suction draws
all the dirt into the
dust-tight bag





"Clean enough"—or C-L-E-A-N?

Can there be a question of how clean a rug ought to beparticularly when that rug is your baby's play-place? Think . tiny fists clutch the soft nap . . rub sleepy eyes . . then, perhaps, furnish a solacing thumb to chew upon! Decidedly, here, "clean enough" must mean clean!

> The new Hoover, by reason of its revolutionary cleaning principle "Positive Agitation," in the ordinary time beats out and sweeps up from carpetings MORE THAN TWICE AS MUCH DIRT as even the former Hoover. You want this extra speed and extra cleanliness; especially when your Authorized Hoover Dealer will deliver you the new Hoover for only \$6.25 down, with the balance in easy monthly payments.

> THE HOOVER COMPANY, NORTH CANTON, OHIO
> The oldest and largest maker of electric cleaners The Hoover is also made in Canada, at Hamilton, Ontario

The LEWHOOVER It BEATS ... as it Sweeps as it Cleans

After years in the doghouse, Nipper returns

is coming to life and gaining a smart-INDIANAPOLIS — Frozen for nearhis ears pricked up to the sound of a gramophone - Nipper the RCA dog ly 100 years in the same position alecky sidekick.

internationally known RCA mascot a new line of Home Theatre color and his new companion will promote television sets and a lineup of 8mm In television commercials to be shown for the first time Sunday, the camcorders, RCA's parent company

"The two dogs will serve as an announced yesterday.

appropriate 'balancing act' as we "The younger dog is the focus for continue to expand our customer base," said Martin J. Holleran, president and chief executive officer of American sales and marketing divi-Thomson Consumer Electronics

the new designs and advanced features of today's RCA products, while Nipper represents RCA's traditional values of reliability and ease of use.

pany that bought the RCA and GE nome-electronics lines from General Thomson is a French-owned com-Electric Co. in 1987.

Ammirati & Puris, a New York advertising firm, suggested earlier this year that the company use a live dog to represent Nipper and find a look alike puppy to play the sidekick.

"We knew we had to update him, so we invented this little whippersnapper to be his foil," said David Fowler. an associate creative director at Am

chine Co. RCA purchased Victor and new campaign.

name for some products, but it sold the RCA and GE names for home RCA, in turn, was bought by GE in 1986. GE continues to use the RCA the rights to use Nipper in 1929. electronics to Thomson. ing to "His Master's Voice" emanating from a gramophone. He sold the ter replacing the cylinder-type pho-Nipper was created in the 1890s by Barraud depicted the terrier listenpainting to the Gramophone Co. af-London painter Francis Barraud nograph with a disc version.

"The Coca-Cola symbol is the only better-known symbol in the world "He is one of the oldest advertising symbols in the world," Fowler said. In 1900, the North American rights to the painting were acquired and

The agency found the dogs for the ads in a New York animal shelter run by animal trainers. The new Nipper than the dog and the horn."

solidated Talking Machine Co., later

to become the Victor Talking Ma

Nipper was used to launch the Con-

days of filming this summer, Fowler was insured for \$500,000 before seven

Each spot contains three vignettes Two of the commercials will debut Sunday night on ABC's America's Funniest Home Videos, Fowler said. demonstrating RCA product features. Nipper and his sidekick also will appear in print advertising and on the company's brochures.

In all of the advertisements, the puppy plays the part of the adventurous, wise-cracking offspring who always gets the best of Nipper.





Natural Cone—Perfection in radio reception is naturalness of tone. It must reach you as it left the studio—clear and life-like. It must be rich, deep, resonant—admitting no trace of "radio accent".

Nothing is so fatal to tone quality as an "unsympathetic" loud speaker. Reception suffers unless set and speaker work in perfect

harmony.

Grebe has built a *Natural*Speaker.With it your set will

reproduce tone more clearly and faithfully, affording you purer tone quality.

But in combination with the Grebe Synchrophase Seven, it attains its highest capabilities.

The Grebe Natural Speaker is priced at \$35; the Grebe Synchrophase

Seven at \$135. Send for Booklet N; then ask a Grebe dealer to demonstrate both of these Grebe masterpieces in combination.



A. H. Grebe & Company, Inc., 109 West 57th Street, New York City

Factory: Richmond Hill, N.Y. Western Branch: 448 S. San Pedro St., Los Angeles, Cal.

The oldest exclusive radio manufacturer



DID YOUR WATCH TICK TO YOUR HEART-BEATS WHEN YOU WALTZED TO "AFTER THE BALL"?

A watch may never lose a second yet be many years slow

Lost years and fleeting memories often are recalled by an old and faithful watch. Ticking away in your pocket, it becomes a garrulous yet kindly chatterbox to which you like to listen when the mood for reminiscence creeps upon you . . . But your sentimental reasons for using and cherishing such a watch are seldom, if ever, known to others. They see it and wonder why you yet carry it, a timepiece as much out of date as the forgotten songs of long ago. There is, at your jeweler's, a watch that will reflect truthfully your present business and social status ... an Elgin Watch, loyal, thin, truly beautiful. It will tell the time for you unerringly, serve you unfailingly, engender your daily trust and your secret pride alike. And what more eloquent and convincing proof could you ask of its capacity to serve than this: Among railroad men, the country over, Elgin holds high preference.

THE WATCH WORD FOR ELEGANCE AND EFFICIENCY

ELGIN

WATCHES TRUE ALIKE TO THE TIME-MINUTE AND THE STYLE-MINUTE

Here are reproduced five outstanding Elgin models. Others may be had in generous variety, and at a price range most liberal.





Accuracy is wedded to beauty in this fine pocket watch. The case is 14-karat gold-filled. The movement has seventeen jewels. And the price is only \$50



Worthy alike of your trust and pride is this thin pocket watch, a 17-jewel movement housed in a white gold-filled case. It is most reasonably priced at \$40



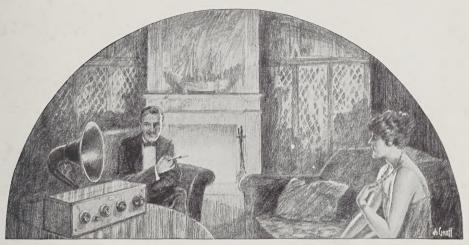
White gold, 18-karat fine, encases this woman's wrist watch, a 17-jewel movement—with raised figures on the dial. An Elgin as loyal as it is beautiful...\$85



Here is a new Elgin strap watch with a luminous dial for easy reading. A 7-jewel movement in a gold-filled engraved case of white or green tone. It is priced at .\$40

(Prices slightly higher in Canada)

ATWATER KENT R A D I O



You'll Never Forget the Night

YOU'LL never forget the night you first tune in your ATWATER KENT Radio. The thrill of it will live in your memory—the sheer delight of filling your room with living voices or the music from an orchestra perhaps a thousand miles away.

Its clear reception, and the ease with which you can bring in distant stations will be a revelation to you. An added pleasure will come with the knowledge that no one possesses better radio than yours.

Atwater Kent craftsmen, guided by the experience of skilled engineers, have fashioned the finest materials that money can buy into Atwater Kent Radio. You will find it combines every feature that means radio satisfaction unusual selectivity, sensitiveness, distance, volume and tonal quality.

The Atwater Kent dealer near you will gladly help in the selection of your radio. There is a price, size and style for everyone.

Instructive literature on request

ATWATER KENT MANUFACTURING Co., 4705 Wissahickon Ave., Philadelphia, Pa.

THINK OF WHAT IS BACK OF IT



That winter vacation through coupons





To go where you wish and do what you like. And still to have your source of income in your safe deposit box. The people who can afford to spend their winters where comfort and health are the first consideration are, in the majority of cases, those who have been farsighted in their investment affairs.

Let us help you plan an income-producing investment program based on the ownership of high grade bonds.

THE NATIONAL COMPANY CITY

National City Bank Building, New York

Offices in more than 50 leading cities throughout the world

BONDS

SHORT TERM NOTES

RADIOLA





RADIOLA X

—the famous Regenoflex circuit, in a rich mahogany cabinet, with a built-in loudspeaker, and space for the batteries. With four Radiotrons WD-11. Complete except batteries and antenna. \$245

HE "distance fan" is now a listener!
The thrill of radio is no longer in getting fifty stations in a night, for radio has conquered distance, and turns now to music.

Music from far stations—music from near stations—clear and true! No longer will horn sounds, noises, thinned and flattened tones pass for music because they come from far away. In the Radiola X, each thread of sound reaches your room as it was played or sung. Speech is clear, voices are real.

The engineers have kept pace with the broadcasters—have improved reception to meet an ever-widening world of fun. With the simplicity, the beauty, and the tone quality of Radiola X, the home becomes a fascinating corner in a world of new interests and new pleasures.

"There's a Radiola for every purse"
Radio Corporation of America

Sales Offices: Suite No. 351
233 Broadway, New York 10 So. La Salle St., Chicago, Ill.
28 Geary St., San Francisco, Cal.

Radiola



RADIOLA REGENOFLEX

-sensitive, clear-toned, non-radiating. With four Radiotrons WD-11 and Radiola Loudspeaker. Space inside for the batteries. Entirely complete except batteries and antenna \$191

Uses only dry batteries.

This symbol of quality is your protection

FACTS ABOUT A FAMOUS FAMILY



A car for every purse and purpose

In the automobile industry several distinct price classes have developed.

General Motors, a family of car and truck builders, offers a choice of models in each class. In Buick, Cadillac, Chevrolet, Oakland, Oldsmobile and GMC Trucks, there is a car for every purse and purpose.

Back of each car are all the resources of General Motors—an assurance of scientific excellence, continuing service, satisfactory value, and a sound and fair plan for purchase out of income.

GENERAL MOTORS

Buick • Cadillac • Chevrolet • Oakland Oldsmobile • GMC Trucks

General Motors, trucks and Delco-Light products may be purchased on the *GMAC* Payment Plan. Insurance service furnished by General Exchange Corporation.



The Super-Het' brings home the fun!

Radiola Super-Heterodyne

-- gets distance with no antenna -- noground wires -- no connections. Once mark the stations on the dials, and you can turn to the marked spots and tune in -- clear -- true -- real!

Operates entirely on dry batteries.

With 6 Radiotrons UV 199 and Radiola Loudspeaker. With compartments to hold the batteries. Entirely complete except batteries. . . \$269

Extra Radiola Loop, Model AG-814, \$12 Where's the fun today? At home, whereever there's a "Super-Het"! City home and farm home hear the same good music —laugh at the same good comedy—thrill to the same big games!

At the family dinner table, there's the dinner music of the greatest hotels. For home parties, famous orchestras play their best dance music. So many of the things that folks once went out of the home to get, come into the home now—with a Radiola Super-Heterodyne.



This symbol of quality is your protection

"There's a Radiola for every purse"

Radio Corporation of America

Sales Offices: Suite No. 512 233 Broadway, New York 10 So. La Salle St., Chicago, Ill. 28 Geary St., San Francisco, Cal. Radiola

An Indian once traded Manhattan Island for

A STRING OF RED BEADS

An Indian once swapped Manhattan Island for a string of red beads.
Not so long ago a fellow in Texas traded a great tract of now priceless oil land for a span of gray mules. And last year a lot of smart people paid \$1000, \$2000 — even \$3000, more for a closed car than an open car of the same make would have cost them. These are historical facts.



AS long as people knew very little about downtown New York real restate, or oil land, or Closed Cars—great unconscious economic losses were sustained.

Today, you couldn't get very far in New York on a string of red beads. The owners of the oil land probably aren't scanning the market pages for quotations on gray mules.

And after people see the *New Marmon* Standard Sedan *at only \$130* more than the open car, getting a fictitious price for any closed car is going to be a tough selling job.

People have begun to figure how much more it really should cost to make a closed car. When people begin to figure, they ask questions. And when they begin to ask questions

—something always happens!

The people's own common sense tells them that it shouldn't cost a great deal more to make a *genuine sedan* than it costs to make an open car—and they are ready to fight their case out to a finish on every *Automobile Row*.

040

As soon as people learn to count to "twelve"—all the scientific salesmanship in the world, advertising and midnight conferences, can never sell eleven eggs to the dozen. The people are awake now,

and they are simply not going to pay any inflated difference for closed cars.

as a

In the fine car field, Marmon is probably not the first to recognize this situation—but Marmon is unquestionably the first to meet it.

Marmon has adhered rigidly to genuine closed car design with four [4] doors, and produced a sumptuous Standard Sedan—a Marmon Sedan

- —on the famous standard 136-inch wheelbase Marmon chassis
- with the famous Marmon six-cylinder engine
- —at only \$130 more than a Marmon open car; and Marmon open car values have always been recognized as sound and fair.

Such a feat in manufacturing alertness and skill bodes well for the New Marmon Program.

Uppermost in the minds of everyone is that relentless standard of *value measure-ment*—the never-changing diameter of a dollar—and the stubborn determination to get the *most* for the *money*.

It is a striking commentary on the native intelligence of the American people, and their sense of values, that today the Marmon factory is busier than at any time in its history—building in volume these new Standard Sedans at practically open car price.

NORDYKE & MARMON COMPANY, Established 1851, INDIANAPOLIS, INDIANA

The NEW MARMON

gis a great Automobilet

NEW MARMON STANDARD SEDAN, only \$130 more than an open car

ATWATER KENT RADIO



CONFIDENCE characterizes the attitude of every Atwater Kent owner—Dependable performance, day in and day out, has brought to him a new realization of radio efficiency; a new meaning of the words Selectivity, Sensitiveness, Simplicity and Ease of operation. Interesting literature on request.

Atwater Kent Manufacturing Company 4705 Wissahickon Ave., Philadelphia, Pa.

THINK WHAT IS BACK OF IT

JOHN POWELL AT HIS STEINWAY >



STEINWAY

THE INSTRUMENT OF THE IMMORTALS

No matter where the Steinway goes it carries with it the very essence of the great and subtle art of music. Its response to the hand and spirit of the musician is unequaled. Through its miraculous singing tone the most exquisite passages and the most profound measures of the great composers attain their full significance. It was chosen by Liszt and Rubinstein. It is the choice of such pianists as Paderewski, Rachmaninoff and Hofmann. But the greatest tribute to its excellence is this—that the overwhelming majority of Steinway' pianos have been bought by people of moderate means, who have realized the true economy that lies in buying the best. Always the most satisfactory. Always the cheapest in the end.

To this public the Steinway is sold, as a matter of principle, at the lowest possible

price, and upon terms that keep it well within the reach of every true lover of music. Some one of the numerous styles and sizes will fit your home and your income. Each is a true Steinway. And each returns, year after year, a full dividend of delight. You need never buy another piano.

There is a Steinway dealer in your community or near you through whom you may purchase a new Steinway piano with a small cash deposit, and the balance will be extended over a period of two years. * Used pianos accepted in partial exchange.

Prices: \$875 and up

Plus transportation

STEINWAY & SONS, STEINWAY HALL 109 East Fourteenth Street, New York

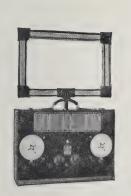
Announcing RADIOLA SUPER-HETERODYNE

PORTABLE

Two models: Radiola 24 and Radiola 26.

Take it with you—anywhere! And just tune in. The loud-speaker is built-in. There's a directional loop inside the cover and the batteries go inside the back. It's all complete. The Radiola Super-Heterodyne needs no antenna, no ground, no connections of any kind, and it brings in the stations—at home—outdoors—anywhere!

The Radiola Super-Heterodyne is the popular set of the year—for tone quality—and for big performance. It is the set of the future, too. And now it is entirely portable—all closed up in a suitcase or a walnut box—ready to put new joy into every summer lark!



Radiola 24, when closed up for carrying, is a smart suitcase of genuine black cowhide in cobra grain. It has a built-in loudspeaker and with the batteries inside, it weighs about 38 pounds. With six Radiotrons UV-199—entirely complete except batteries, \$195



Radiola 26, has a built-in loud-speaker and a place in the back for small batteries. Readyto carry out-of-doors, it weighs about 35 pounds. As illustrated, for home use, it has an additional cabinet matching its fine walnut case—to hold larger batteries. With six Radiotrons UV-199—\$225





Radio Corporation of America
Sales Offices: Suite No. 356
233 Broadway
10 So. La Salle Street
New York
Chicago, Ill.
28 Geary Street, San Francisco, Cal.

Write today for more details

RADIO CORPORATION OF AMERICA
(Address office nearest you.)
Please send me full description of the new portable
models of the Radiola Super-Heterodyne.
Name
Street Address
City R F.D.
State

Radiola

PRODUCED ONLY BY RCA

BELGENLAND





Largest and finest liner ever to circle the Globe

When the Belgenland sails westward from New York in November she follows warm sunshine and balmy weather 'round the world. She moves from one fascinating port and one interesting country to another on a carefully arranged schedule that brings her to each at the height of its activity and charm. A happy opportunity is afforded for convenient stop-overs in Europe for the Spring and early Summer.

The American Express Company

with its intimate knowledge of the foreign countries visited and its complete facilities for most advantageous guidance, cooperates with the Red Star Line to make this a world cruise of extraordinary appeal.

The Belgenland

embodies the most advanced thought in ocean travel comfort. Her cuisine, service and general atmosphere are Continental, but she is truly American in her complete provisions for amusements and healthful recreation on broad deck spaces.

RED STAR LINE

INTERNATIONAL MERCANTILE MARINE COMPANY
In Cooperation with

American Express Company

Write for profusely illustrated booklet which answers every question on world cruises. Address Red Star Line, No. 1 Broadway, NewYork; American Express Company, 65 Broadway, NewYork, or other offices or agencies of either company.

132 Days 60 Cities 14 Countries

From NEW YORK

November 25th

LOS ANGELES Dec. 11
SAN FRANCISCO Dec. 14
Returning to New York

April 6, 1926

Itinerary

Havana, Balboa, Panama, Los Angeles, San Francisco, Hilo, Honolulu, Yokohama, Tokyo, Nikko, Kamakura, Kobe, Nara, Kyoto, The Inland Sea, Shanghai, Hongkong, Macao, Manila, Batavia, Singapore, Diamond Harbor, Calcutta, Colombo, Bombay, Port Sudan, Port Tewfik, Cairo, Alexandria, Naples, Monaco, Gibraltar.





NOO-KA-PING-WA AND HIS HARPOON TROPHY

In capturing this walrus head there was plenty of excitement for all. At least a hundred walrus were in the herd which gave battle to the Expedition hunters. One kayak was overturned, two bladder floats were punctured by enraged walrus bulls, and the herd was kept at bay by rapid fire from high-power rifles. Three walrus were dragged in for meat and museum specimens.

REINARTZ, AT ETAH, LISTENS IN ON THE WORLD

Much of the success of the Expedition's radio work depended upon the eager cooperation of Reinartz's associates of the American Radio Relay League in transmitting messages. More than 30,000 words of news dispatches alone were sent out from the Bowdoin addressed to the National Geographic Society and released by it, day and night, to the press associations (see text, page 482).



ESKIMO WOMEN ON THE "PEARY" LISTEN IN



Photographs by Jacob Gayer

PRIMITIVE MAN ESTABLISHES CONTACT WITH HIS FELLOWS ABROAD

In-you-gee-to, one of Peary's men, sings an Eskimo song for the nation for whose representatives he considers no feat impossible. Commander MacMillan introduced the phonograph, the telephone, the movie, and many other modern inventions to his Eskimo friends; but as for wireless, why should it not be more simple to talk without wires than go to all the trouble of stringing them? The photograph shows the dining saloon of the *Peary*.



THE AUTHOR (LEFT) AND HARMON (RIGHT) GETTING THE STOCK REPORT BY RADIO Station KGO, Oakland, California, afforded this service to the ice-marooned explorers. A complete opera rehearsal in San Francisco was also heard through the Oakland station.

There was no beach for the next mile, but, with the bottom solid and the water not over 10 to 20 inches deep, it was possible to make slow but steady progress.

Splashing and floundering over slippery rocks, we skirted the leaking mountain side, only to find the ground becoming soft and soggy where the little valley ran back to the summit of Bow Pass. What had looked like a pretty meadow a mile away turned out to be brushy muskeg, with a narrow, steep-banked stream winding back and forth across it like the wake of a wounded snake.

With several horses ready to quit every time they bogged down, we were nearly an hour wallowing across the last half mile. Then we pushed through a forest of fine old spruce to a protected and beautiful camp site a few hundred yards back from the north side of the lake, with Bow Glacier, rosy-pink in the sunset glow, reared against the sky line.

Rain in the night, turning to snow after dawn, was followed by a day too overcast to make picture-taking practicable. Snow on August 20 was a significant reminder of how near winter stalks in the northern Rockies, even in midsummer.

THE RADIO INTERESTS WHITE-TAILED DOES

We erected the radio in the afternoon, with the aërial between two lofty pines, and were rewarded by vigorous wails from the ether, which gave promise of better things when we should have time to make a careful set-up.

However, we learned enough to reassure us on two important points: This section of the Rockies is not in any sense a "dead" area, and the terrific banging the radio outfit received had not seriously impaired its usefulness.

Our most interesting radio reception of the day, however, had nothing to do with the ethereal messages. During the forenoon salt had been thrown for the horses on the patch of grass where the radio was set up later in the day. Two or three times in the course of the afternoon several horses straggled down from the meadow above for another grateful lick of salinity. The last time they were



Photograph by Byron Harmon

A CAMP-MADE LOUD SPEAKER IN THE CANADIAN WILDS A baking-powder tin and a coffee can whined forth the early evening news.

accompanied by two splendid white-tailed does, the first deer we had seen.

Taking our cameras and backing off unobtrusively into the timber, Harmon and I left the salt lick, and incidentally the radio, to our graceful lady visitors. The strange-looking and smelling box made a greater appeal to the curiosity of the pretty pair than did the salt to their palates. They stepped around and around the wonder in narrowing circles.

By the time we had slipped and slid along into a position suitable for pictures, one of them had satisfied her curiosity and gone back to munching the salty grass.

The other, when I snapped at 100 feet, was standing with extended neck, her sensitive nose sniffing not many inches away from the dials (see illustration, page 384). Stalking still closer, I was about to snap again when a snort, ripped out at the edge of the timber, sent both our afternoon-salt guests bounding away. Their lord and master had ordered his ladies home.

Another night with snow flurries gave way to a day of ideal mountain photo-

graphic weather—sunshine and squalls. With our full battery of cameras in action, we photographed the lake and its ice-crowned sentinels, mood by mood, from daylight to sunset.

There was an hour of repose in early morning, when every glacier and rock and pine-clad point was reflected, to the last detail, in the glassy, unrippling surface. Then there was a spell of smiling under the golden glow of the light-suffused eastern clouds, followed by a madcap dance of mirth and laughter, with the direct sunlight turning the breezestirred waves to shoals of diamonds and emeralds.

Laughter gave way to frowning, when shoal on shoal of murky thunderclouds poured over the Continental Divide and quenched the golden sunshine under a swiftly flung pall of sudden night; and when another wild blade of a free-lancing squall came bounding up the valley of the Bow and attacked the first in the middle of the lake, bluster and frown gave way to real tantrums.

No star of the movies ever registered more moods and expressions between



Photograph by Byron Harmon

GIVING BUSTER A DOSE OF RADIO-CAST JAZZ

daylight and dark than this lovely Lady of Bow Lake. By dint of much cranking and focusing, we transferred them to celluloid.

THE WAYS OF A WIND WITH A MOUNTAIN LAKE

A flareback of the tantrum mood caught Harmon and me and the cameras in midlake in a diminutive homemade boat, while I was trying to pull across to get a close-up of the Crowsfoot Glacier. There were a few hectic moments when we were vividly reminded of that classic description:

"De win' she blow from nor', eas', wes', De sout' win' she blow too."

With the lake trying to stand on end,

and a flimsy craft that changed shape every time I laid hard on to the oars, there wasn't much to do but try to keep the so-called bow toward the highest wave of the mad moment. That, and Harmon's lively baling, sufficed by a margin not quite comfortable.

Nor were our apprehensions entirely on the score of the negative buoyancy of the movie camera. It takes a very warmblooded man not to chill in swimming more than 100 yards in glacier water, and we were a good half mile offshore.

We had no trouble reaching land, once the center of the squall went about its business.

The lesson in the ways of a wind with a mountain lake came in good time. It



Photograph by Lewis R. Freeman

A PACK LASH-ROPE SUPPORTING THE RADIO AËRIAL WIRE FROM TEPEE POLE TO PINE TREE

prevented us from trying the same kind of argosy on other waters that were broader and deeper and just as cold as that temperamental patch of drippings from Bow Glacier.

THE FIRST PIGEONS ARE LAUNCHED

As the sky cleared toward the end of the afternoon, we prepared to release our first pigeons. The messages, giving names of the radio stations already picked up and additions to lists of supplies to be sent us some weeks later at Jasper, were typed on the oiled paper.

After pulling loose several tail feathers in an endeavor to attach the tightly folded slips as directed by experts, we finally slipped them inside the leg-rings worn by each bird to carry its registered number. Tied with silk threads, the tiny rolls appeared to ride securely.

Two birds—a pair—were released simultaneously. Teaming up at once, they rose in widening circles for perhaps 1,000 feet, and then made off, apparently with great confidence, on a line a bit easterly to the general direction of the valley of the Bow. As this was almost the exact compass bearing of Banff, we felt certain they would soon be pecking at the door of their home cote.

Just why they failed to fulfill our hopes we never learned. The chances are that, failing to find—or possibly failing to effect entrance after finding—their former home, they went in search of another.



Photograph by Lewis R. Freeman

BUSTER AND HIS MASTER WITH THE RADIO

It was discovered, after reaching the Columbia Ice Field, that the numerous hard knocks and baths in icy streams to which the radio outfit had been subjected had not put the portable set out of commission. From that time it proved a constant source of entertainment, and the party even attempted dog and man power in order to provide gentler transportation for the receiving set when negotiating bad stretches of ice (see text, page 435).

greater volume in its upper reaches than has the Saskatchewan. On the other hand, the drainage to the Columbia, by the Wood and Bush rivers, is much smaller.

Working cautiously from bar to bar and covering perhaps 700 yards of quick-flowing, but not dangerous, water, we reached the north bank without swimming the horses or seriously wetting a pack.

Camp was pitched in the timber at a magnificent point of vantage just below the mouth of the North Fork. Rotting tepee poles, the bent willow frames of

steam bathhouses, and deep layers of musty hair scraped by tanners from hides of deer, elk, and moose indicated that the site was once an Indian rendezyous.

ANCIENT INDIAN HUNTING TRAILS LEAD TO THE ICE CAPS OF THE DIVIDE

The Indians of the plains never established permanent habitations far inside the Rockies. That they hunted the vast system to the very rim of the ice caps of the Continental Divide, however, is shown by their long-disused trails, which we

to retrace our steps around the head of the lakes and go down the western side. This entailed deep, but not especially troublesome, fording, if the horses had had sense enough to keep to the crossings into which they were headed.

Among the animals which thought they knew a better way was the young mare carrying the salt and sugar. She was rolled head under at the little riffle below the ford and was carried down a few hundred feet before she pawed on to solid footing.

The venturesome filly trotted jauntily out, smeared herself with muck by a roll in the nearest mudhole, then galloped on to set the pace for the pack train the rest of the morning.

The reason for the culprit's blitheness of spirit became known when we unpacked at the end of the afternoon. What with leak-

age of brine from the salt sacks and syrup from the sugar, Nelly had reduced the weight of her pack at the rate of something better than 10 pounds to the mile all the way to the Saskatchewan.

This must have been the sort of thing which Soapy had in mind when he spoke of letting Nature take its course in the matter of reducing packs.

To do the veteran justice, he seemed as much upset as any of us over the loss, and even promised to punish a possible repetition of the offense by giving Nelly the dried fruit and dehydrated vegetables to carry when we took up the trail again. This he forgot to do, however, much to our ultimate sorrow.

We came down to the Saskatchewan a mile above the point where it receives the



Photograph by Lewis R. Freeman

SHOEING A REFRACTORY HORSE

Mistaya in the shadow of pinnacled Mount Murchison and just below the junction of the North Fork and Howse River.

Although not more than 15 to 25 miles from its principal glacial sources, it is already a mighty river, varying in width from 500 yards to half a mile, according to the stage.

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The Athabaska, flowing north from the Columbia Ice Field, probably has an even



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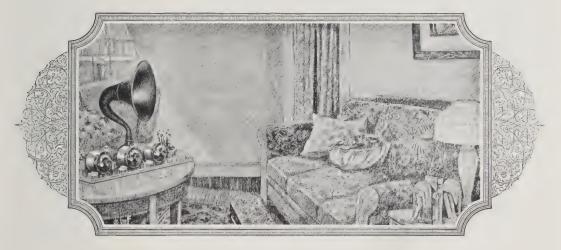
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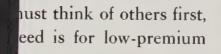


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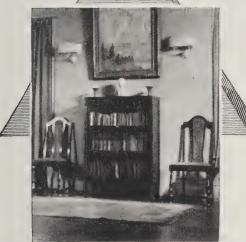
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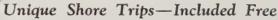
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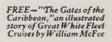
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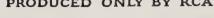
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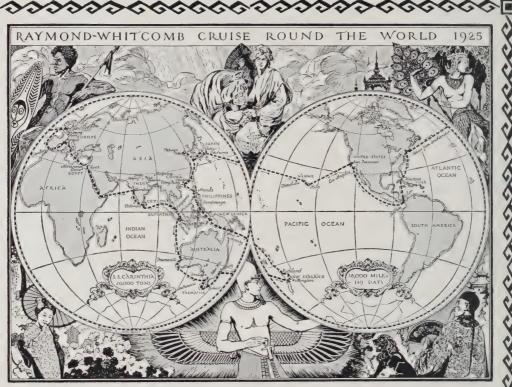


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or connections of
any kind, and its batteries—dry batteries
—are hidden inside.
Complete with six
Radiotrons UV-199.
Everything except
batteries ... \$425 batteries . . . \$425



"There's a Radiola for every purse"

Radiola Super-Heterodyne, the same receiver in a semi-portable cabinet, with compartments to hold the batteries, and external Radiola Loudspeaker. Including all tubes and Loudspeaker. Severything except batteries) \$269



your protec-tion.

Radio Corporation of America Sales Offices:

233 Broadway, N.Y.C. 433 California Street, San Francisco, Cal.

10 So. La Salle St., Chicago, Ill.

There are many Radiolas at many prices. Send for the free booklet that describes them all.

Radiola

RADIO CORPORATION OF AMERICA Dept. 228. (Address office nearest you.) Please send me your free Radio Booklet.

Name

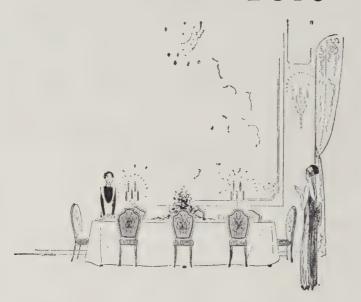
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City

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R.F.D

THE MOST DIFFICULT OF TABLE EFFECTS



CENE: Again, she surveys the table,—

I through the eyes of the most critical
guest, the most tasteful, the most correct.
What kind of picture would it present to
them? Well, the entire service is solid
silver. All in her new design. Yet, not
an overburden of it. Snowy linen. A few
flowers. It was the simplest table she had
everset. But, yes, it had it—that rarest of
table beauties—dignity, simple dignity.

to the ton

Quite the most difficult of effects to obtain in silverware is that of dignity,—simple dignity.

Perhaps that is why the Theseum Design is utterly apart from usual silverware. Theseum is the opposite of garish,—the antithesis of commonplace. Theseum is dignity,—simple dignity. It is wrought in the most dignified of metals,—solid silver.

What the outer eye beholds in Theseum is: Straight, sweeping lines. A classic crown. An exquisite, satiny texture. But in Theseum are also those subtleties in which the inner eye has its greatest delight. Beauty of proportion. Nobility of conception. Fineness of craftsmanship.

Anything less fine would not *dare* such simplicity. Anything less simple could not attain half the dignity.

Theseum has been developed in a correct dinner service. If you will write us, we shall send you a book which shows the complete, correct service, and give you the name of the nearest jeweler who can show you actual pieces. Address Dept. 4-85, International Silver Company, Meriden, Conn.

International Sterling







Radiola Super-VIII

—a Radiola Super·Heterodyneina tall, stately cabinet of fine mahogany finish. It is completely self-contained, and needs no connections of any kind

Clyde E. Volkers, of Terre Haute, Indiana, won the first prize in a nation-wide contest, with a letteron "Where is the Best Broadcasting?" Mr. Volkers is still tuning in on all the principal stations of the United States, and a few in Canada, on a one-tube Radiola Senior three years old

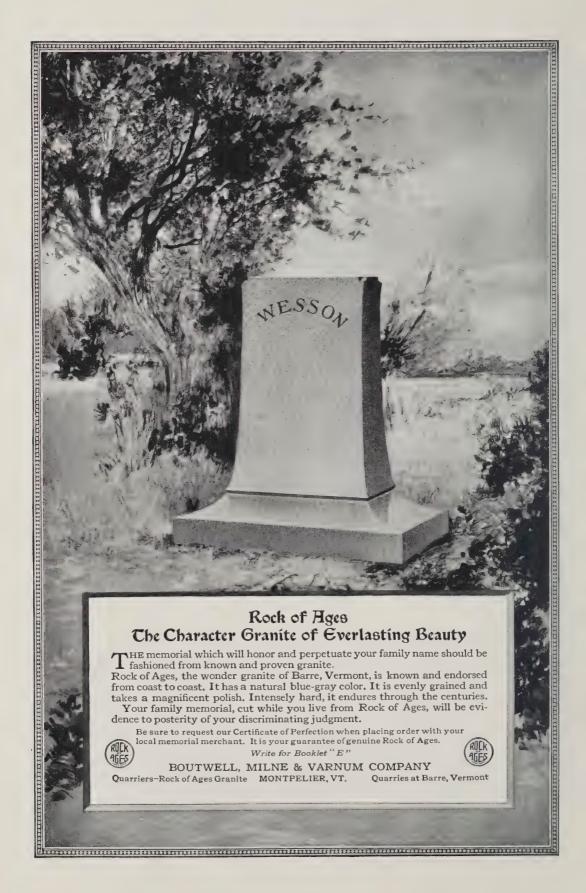


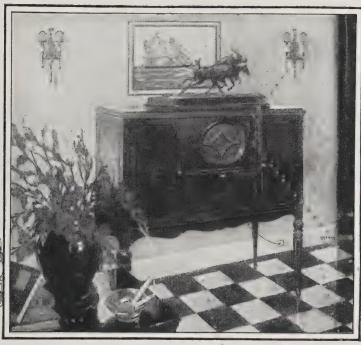
Quality today and tomorrow!

Radio receivers are like automobiles... Some are bought for a year. But the finest grow old in family service. Some 1925 radio sets will be merely last year's models in 1926. But a Radiola will keep its clear, true tone—maintain its fine performance. In the Radiola Super-Heterodyne of 1925, the supreme effort of the engineers has been—not merely to achieve Super-Heterodyne quality of reception—but to seal in that quality for years.

Radio Corporation of America Chicago New York San Francisco











An eight tube Super-Heterodyne that uses no batteries

A single control for tuning—and power taken from the lighting circuit—as easy as switching on a lamp!

Radiola 30 is the new eight-tube Super-Heterodyne in a tall, finely built cabinet. With it is the new power loudspeaker that can equal the actual volume of an orchestra. It can make you feel the very presence of the artists, give you true reproduction at any volume you want. You can suit the loudness of your reception to the size of your room, and reproduce any performance exactly, in tone quality and volume.

The device in Radiola 30 which eliminates all A, B and C batteries has special arrangements to *control the voltage*, so that no matter how the line current from the power house may vary, your reception never varies. It operates on any 60 cycle, 110 volt A.C. lighting circuit.



Radiola 30 is so built that time and weather cannot hurt it—so remarkable in its performances that new discoveries will not replace it. It is a radio receiver that will last through the years.

Radiola 30, entirely complete \$575

RCA-Radiola

MADE BY THE MAKERS OF RADIOTRONS

RADIO CORPORATION OF AMERICA

NEW YORK

CHICAGO

SAN FRANCISCO

AROUND WORLD

On the World's Pre-eminent Cruising Ship the specially chartered Cunarder

"FRANCONIA"

From New York Jan. 14th, 1926

The supreme event of a lifetime achieving the grand circuit in 133 days, sailing eastward in the path of spring. No crowding, no confusion. Most comprehensive itinerary. Our own offices with their special facilities all along the route.



The

CRUISES SUPREME



On the White Star "Ship of Splendor"
"HOMERIC"

Specially chartered to sail from New York Jan. 23d, 1926

An opportunity beyond compare, traveling with leisure and in comfort on the largest and most replete steamer sailing to the Mediterranean. An abounding itinerary; a long stop in Egypt and stopover privileges in Europe.

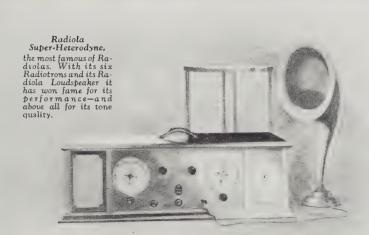
THOS. COOK & SON

New York San Francisco Philadelphia Los Angeles

Boston

Chicago Montreal St. Louis Vancouver

Good accommodations of various types are still available on both cruises; early applications are advisable.



PROOF

"...not only RCA, but-

GENERAL ELECTRIC and WESTINGHOUSE"

When you buy a Radiola Super-Heterodyne, you are buying something more than the popular radio set of the day. Proof of its quality lies in the fact that it is not only the product of the radio laboratories of the Radio Corporation of America, but has behind it — both in research and in manufacture—the world-famed skill of Westinghouse and General Electric.





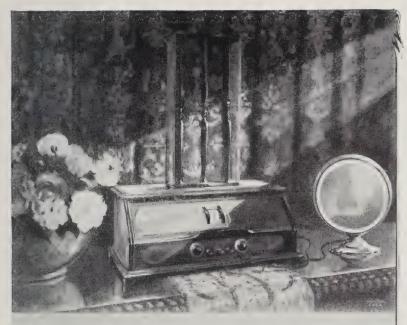
RADIO CORPORATON OF AMERICA

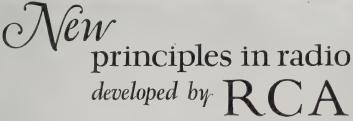
CHICAGO - NEW YORK - SAN FRANCISCO











The new Radiolas, embodying new principles of radio reception, are not only the product of RCA, but have behind them as well, the research facilities, the engineering and manufacturing skill of General Electric and Westinghouse. They meet, with new standards of achievement, all five fundamentals of good radio re-

- 1. Quality of tone-New Radiotrons and new RCA Loudspeakers mean perfection of tone never before achieved.
- 2. Volume of tone The new Radiotrons make possible tremendously greater volume of tone.
- 3. Selectivity-The Super-Heterodyne is known to be the most selective set on the market, and this selectivity has been carried to an even greater degree of exactness.
- above with Loudspeaker Model 100), a six tube uni-control Super-Het.

 4. Range Power amplification has brought improved distance reception.
- space in the cabinet for dry hatteries, but can be used with Loudspeaker 104 without batteries. With 6 Radiotrons but without loudspeaker . . \$165

Radiola 25 (pictured erodyne, that uses the new power tube. It has

RCA-Radiola RADIO CORPORATION OF AMERICA Chicago



Radiola 28, eight-tube uni-control Super-Heterodyne, extremely selective. It gives great volume on dry batteries, or if used with the Model 104 Loudspeaker, all batteries can be replaced by 110 volt, 60 cycle A. C. lighting current. With 8 Radiotrons. \$260



Radiola 20, an entirely new five-tube, tuned radio frequency set, with regen-eration. Antenna type, with the new dry battery power Radiotron. Without acces-\$102.50 With 5 Radiotrons. . \$115



Radiola Loudspeaker, Model 100, RCA Cone type, achieving new clarity and far wider tone range. Can be used with any radio receiver \$35

Be sure to see the new Radiolas and hear them demonstrated. Write today to the nearest RCA district office for the booklet that describes the entire line in detail the entire line in detail.

New York Chicago San Francisco

Raymond-Whitcomb MEDITERRANEAN CRUISE

Sailing on the Cunarder "Samaria" January 28, 1926—\$925 upward

The Route: Visits Madeira, Gibraltar, Spain, Algiers, the Riviera, Tunis, Sicily, Egypt, the Holy Land, Turkey, Greece, the Aegean Islands, Jugo-Slavia, Italy, France, and England. 66 days of ideal cruising. 20 stops. Membership limited to 385 persons, insuring uncrowded shore parties.

Features: The only cruise including (at no extra cost) a trip to the Alhambra at Granada, Spain; the only cruise to visit the Riviera in Carnival week; the only cruise to visit Cattaro, Jugo-Slavia and the Greek Islands; also calling at Venice, and at Syracuse, Sicily, in addition to all the Mediterranean ports usually visited.



The Red City— Alhambra

TWO WEST INDIES CRUISES

January 30 and February 25, 1926 — \$375 and upward

The Ship: The sumptuous new S.S. "Columbus", 32,000 tons—the largest, fastest and most luxurious vessel ever to make the West Indies Cruise. Unusually large rooms, making for great cruising comfort. Beautiful, airy and spacious public rooms.

The Route: Each cruise is of 24 days, visiting San Juan, Porto Rico; St. Thomas, Virgin Islands; Martinique; Barbadoes; Trinidad; Venezuela (including train trip to Caracas); Panama; Jamaica; and Havana. All shore excursions included in Cruise rates.

LOWER CONTROL CONTROL

SPRING MEDITERRANEAN CRUISE: A short cruise on the newest and finest Cunarder, "Carinthia"—sailing from New York, April 3, 1926 in time to catch the Mediterranean countries at their best. 41 days. Limited to 400 passengers. \$625 upward.

SOUTH AMERICA: Two tours down the East Coast and up the West Coast and two tours in the reverse direction. Leaving New York, Jan. 7, Jan. 16, Jan. 30, and Feb. 4, 1926.

OTHER TOURS: ROUND THE WORLD, JAPAN-CHINA, EUROPE, CALIFORNIA AND THE SOUTHWEST

Booklets describing these cruises and tours sent on request

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HERE is no catalog number for "happiness," but we sell it just the same. You'll not find it illustrated, but it appears on every page. The frock for the young lady's first party; the boy's bicycle; dad's radio; mother's new coat. Don't they all mean happiness? And could all of them be had if Sears, Roebuck and Co. wasn't able to sell good merchandise at such low prices?

A customer recently wrote us: "I take great pleasure in showing my furniture to my neighbors. I shall always advertise you by your honesty and great bargains."

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Beauty, comfort and value far greater than the money cost, have been added to countless old and new houses by installing in each an extra bathroom.

No large amount of space is required. An empty hall-end, a spare room, or a large clothes closet can be transformed at moderate expense into a bathroom complete, convenient and charming. A broad range of Crane fixtures has been designed to economize room, yet provide faultless service. The Corwith bath pictured above may be had in four lengths and the Nova lavatory in three sizes.

Any responsible plumbing contractor will help you find a place for your extra bathroom and will supply Crane dependable fixtures in styles and sizes to suit your taste and budget. Our free color book on bathroom arrangement will aid you. Write for it today.

Address all inquiries to Crane Co., Chicago

GENERAL OFFICES: CRANE BUILDING, 836 S. MICHIGAN AVENUE, CHICAGO

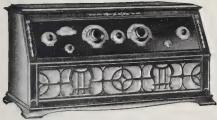
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1855 . . CRANE VALVES . . 1925





TYPE 175

Six tubes, Special Music Master Circuit. Built-in Music Master Reproducer. Very selective, long distance, splendid tone quality. Solid mahogany cabinet in brown mahogany art \$175 satin finish. Price

Ten Models, \$50 to \$460, Guaranteed Unconditionally

(Canadian Prices Slightly Higher)

USIC MASTER re-creates the infinite variety of New Era broadcasting with a quality of tone and a fidelity to the original as sung, played or spoken, that makes the mere mechanics of radio vanish under its spell.

Space becomes an illusion and the artist's presence the reality, under the compelling magic of Music Master, the ultimate in Radio—herald of a New Era of supreme reception and reproduction in one superb ensemble.

Music Master Corporation

Makers and Distributors of High-Grade Radio Apparatus

CHICAGO PHILADELPHIA, 128-130 N. Tenth St. MONTREAL NEW YORK Canadian Factory: Kitchener, Ontario PITTSBURGH

MUSIC Master PRODUCTS



No harm can come if it's coffee without caffeine

Now all your people can drink coffee to their heart's content. All who are driven to coffee substitutes can have real coffee now, and all they want. People whom coffee keeps awake can drink it at midnight and sleep.

Science has found a way to remove caffeine from coffee. That is the poison drug. Yet every coffee delight remains.

This new-type coffee is called Kaffee Hag. The finest hotels now serve it, because of its delightful blend. Countless connoisseurs have adopted it, just because it typifies the utmost in fine coffee.

We simply open the pores of the raw coffee bean and extract the caffeine. That is a tasteless drug. Expert tasters cannot tell when we remove it.

All the quick bracing effects remain.

Consider what that means. A delicious coffee which no doctor will forbid. No effect on the heart, nerves or kidneys, no wakefulness. No reason at all for a substitute.

If you think someone in your home would enjoy such a coffee, let us supply a ten-cup test. Mail coupon now, with a dime (or stamps).

KAFFEE HAG

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Cleveland, Ohio

MAIL THIS TODAY TO:	10 Cups for 10c
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Onoto the Ink Pencil

An exceptional writing instrument—

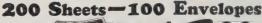
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At the better stores. Names of those nearest you and illustrated literaturs sent upon request.

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up to 4 lines. Type is Plate Gothic, designed especially for clearness and good taste. Makes a personal stationery you will be delighted to use. An ideal gift with your Just send \$1.00 (west of Denver and outside U. S., \$1.10) and this generous supply of stationery will come by return mail, postage prepaid. Securely packed in a sturdy blue box. Please write or print clearly. Prompt service and satisfaction guaranteed. Money retunded if you are not pleased in every way. Order today!

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COWAN CABINET COMPANY, 837 Rush St., Chicago, III.



ANNOUNCEMENT

This is of interest to opera-goers, to lecture and symphony patrons as well as to the dancing set, and to those scientifically interested.

Artistic radio has come with Thorola Islodyne, embodying the *Isolated Power* principle made possible only by Thorola Low-Loss Doughnut Coils. They conquer "pick-up" of unwanted stations, waste of power, uncontrollable "oscillation," complicated wiring, uncertain operation. Radio experimenters know what all this means. Radio listeners no longer need to know!

With Islodyne action any one station wanted is cleanly selected, even in broadcasting centers. Utmost power is *isolated—focused*—on this one set of signals only. The delicate radio impulses do not conflict, neutralize, offset each other. Full tone, unmodified—full volume, full distance at last are possible, at all wave lengths.

With temperamental factors banished, Thorola Islodyne achieves uniform reception. The same stations keep coming in the same. The set your dealer demonstrates tells what your set will do.

Radio reception is unmistakably elevated. Complete Thorola receivers lead their field by far, just as Thorola excels in loud speakers and apparatus.

The Thorola name is surety of radio development not to be eclipsed. The intense interest in the 5-tube Thorola Islodyne at every radio store will tell you where expert opinion centers to-day. Go and listen.

REICHMANN COMPANY, CHICAGO



In smart Thorocco Cabinet the 5-tube Thorola Islodyne is \$85

In stunning Burled Walnut Cabinet with Circassian top the 5-tube Thorola Islodyne is \$115

Thorola Loud Speakers with new burnished Bakelite horn and gold throat-band are even better in appearance and performance.

Thorola 4 \$25 Thorola Jr. \$15

Thorola Low-Loss Doughnut Coils installed in your present set will give you many of the greatest Thorola advantages.

Complete set (3).. \$12 Per coil.....\$4



A Waterman's Pen—with one filling—would have written many times the entire Declaration of Independence. It would have startled these patriots into an appreciation of its remarkable efficiency.

IN MILLIONS of homes and offices today it is freeing men and women from pen-discomfort and aiding them in "the pursuit of happiness."

FOR THE sake of independence try a Waterman's. We recommend the model illustrated. Black, mottled or cardinal holders; fitted with pen points that write as you would write.

From \$4 to \$6.50, according to size

Sold and guaranteed by 50,000 merchants

Waterman's Ideal Fountain Pen

Illustration is exact size of \$4 model



FADA has set a standard of reception by which, more and more, all radio performance is being judged.

Learn what this standard offers you—by a complete demonstration in your own home, without obligation to buy.

The joy of pure, bell-like tone and full volume—the thrill of real distance—the ability to tune in with precision the stations you want as easily as you tune out those you don't want. And Fada Service that *guarantees* permanent performance!

Call up your dealer now and arrange for a demonstration tonight. You'll discover an entire new level of radio enjoyment.

Most Fada dealers will be glad to arrange convenient terms of payment. Send for book E, "Fada Radio—Standard of Reception".

F. A. D. ANDREA, INC.

CHICAGO NEW YORK SAN FRANCISCO
FADA RADIO, LTD.—TORONTO FADA RADIO, LTD.—LONDON



There is a Fada Radio model for every purse—all 5-tube Neutrodyne sets for dry cell or storage battery tubes, from \$85 to Art Cabinet models up to \$400. Illustrated is the Neutrola-Grand at \$225.

NEUT ROOD MANUTACTURES OF THE PROPERTY OF THE













@ Brown Bros.

AT DIZZY HEIGHTS.

he spreads a coat of red-lead

HYP

AILY he dangles in mid-air. The steel skeleton of a building that

is to be, or a network of bridge cables, is his only foothold. Where he works, breezes become whistling gales striving to tear him from his precarious perch. Below him move many tiny dots, skeltering about like so many ants, all unaware of one of their kind who works at dizzy heights just to spread a thin red film of lead paint.

"Why," you ask, "must he do it?" Because upon the thoroughness with which he spreads this red film—upon its ability to protect the surface it covers—rests, in no small measure, the safety of the structure and the lives of thousands.

Protecting the strongest steel

The best protector for metal surfaces used by man today is pure red-lead paint, made from lead.

Such a red-lead is Dutch Boy red-lead, preferred by the United States Navy, eminent engineers, contractors, and builders. Spread over a steel surface, Dutch Boy redlead seals the pores of the metal and forms a hard yet elastic protecting film that resists moisture and keeps out air. When such a film is properly maintained, it gives

complete and lasting protection.

Paint booklet sent free

The "Handy Book on Painting," a store-house of general paint facts and formulas, will be sent to anyone free. A section of this handbook is devoted to the protection of metal surfaces. It tells how to prepare the surface for painting, how to mix and how to apply the paint.

Besides red-lead, the Dutch Boy line includes flatting oil, linseed oil, solder, babbitt metals and white-lead.

If you have any questions about these products or about the many uses of lead, the wonder metal, write to our nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

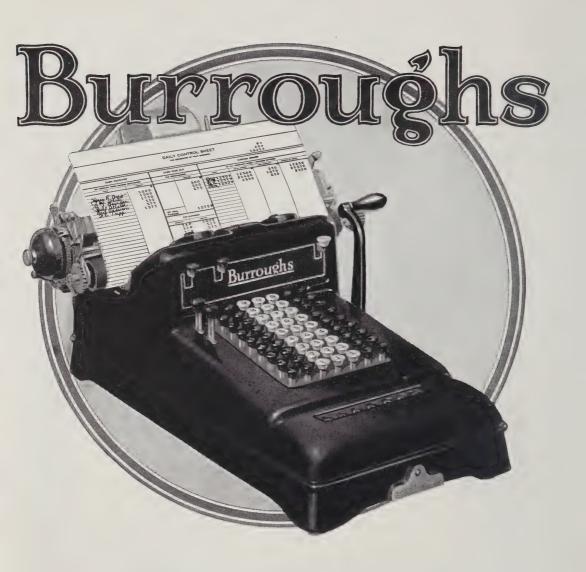
Radio All the comforts of home

WITHOUT doubt radio holds them at home—they need no longer seek amusement in less desirable environments!

But nowadays it is not enough to have radio—one must have *superlatively good radio*, for the rising generation are particular as to pleasure.

"Fada Radio—the Standard of Reception" is radio at its best.





Burroughs Quality is Proved by 40 YEARS of Undisputed Leadership.

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"-by the judgment of this great tribunal of American people"-LINCOLN

"-by the judgment of this great tribunal of American people"-LINCOLN

"ALONE ALONE ALO

It was Lincoln's faith that the judgment of this tribunal is right. And so through the years it has proved to be—not only in the great matters of State, but in the thousand choices of daily life. Out of the multitude of things offered to them, the American people have given their marked preference to but a few—and to those few only because they deserve it.

Last year, the American public made known its preference in Radio. The most striking feature of its choice is the continued preference given to one set—the FREED-EISEMANN. Although competing with thirteen other manufacturers of Neutrodyne Receivers, the volume of FREED-EISEMANN sales was more than half of all the others combined. Today, FREED-EISEMANN is by far the largest manufacturer of Neutrodyne sets in the world.

Trust FREED-EISEMANN on PERSONAL Responsibility Mr. Joseph D. R. Freed, Mr. Alexander Eisemann and Mr. Arthur Freed, the executives of the Company, feel personally responsible to you for the performance of their radio set. They have inspired every man in their great plant with the same uncompromising vigilance; the same devotion to an ideal. You will know at the first turn of the dials, that your FREED-EISEMANN has been built by clever, trained, unhurried hands to give you pleasure—now and for years to come.

You can have a home demonstration without cost or obligation. Telephone your FREED-EISEMANN dealer today!

Freed-Eisemann Radio Corporation

MANHATTAN BRIDGE PLAZA, BROOKLYN, N. Y.





The famous NR-20. A de luxe Neutrodyne* Receiver in a handsome mahogany cabinet. \$175

*Licensed by Independent Radio Mfrs., Inc., under Hazeltine patents Nos. 1450080, 1489228, 1533858. FE-15—A new five-tube storage battery Receiver, licensed and manufactured under a group of the Latour patents and incorporating special engineering features . \$75

FREED-EISEMANN

Mastery in Radio

EXCEPTIONAL RIDING COMFORT

The riding comfort of a motor car is not dependent upon its length, weight or cost, any more than the comfort of a home depends upon its size.

If the seats are deep enough and the proper distance from the floor; if the seat backs are correctly pitched for relaxation; if the upholstery is sufficiently stuffed and there is plenty of leg room; above all, if the springs are rightly designed and of proper length, you will have exceptional riding comfort. Otherwise, you will not.

Dodge Brothers, with characteristic thoroughness, studied and experimented with these details for years. Their findings were ultimately incorporated in the design of Dodge Brothers Motor Car—without question now a vehicle that ranks with the first in this vitally important feature.

DODGE BROTHERS, INC. DETROIT

DODGE BROTHERS (CANADA) LIMITED

TORONTO, ONTARIO





From Strength to Strength Advancing!

ACHIEVEMENT is all conquering. With banners flying, it sweeps triumphantly to fame. The advance of FREED-EISEMANN has been irresistible. Last year the overwhelming preference of the public made FREED-EISEMANN the world's largest makers of Neutrodyne Radio. This season the continued demand for FREED-EISEMANN has been so great that all sales records have been broken and the leadership of FREED-EISEMANN still further confirmed.

The American public has made known its preference—you are safe in making that preference your choice. Choose the FREED-EISEMANN!

Without cost or obligation—
a liberal home trial

Our dealers are so sure of the performance of the FREED-EISEMANN that *this week* they will gladly install a set in your home *without obligation*. Phone your neighborhood dealer.

Treed-Eisemann Radio Corporation MANHATTAN BRIDGE PLAZA, BROOKLYN, N.Y.



NEW! NR-45 \$160.00

A de luxe six-tube Neutrodyne*
receiver, remarkably selective,
in handsome cabinet



NEW! FE-18 \$90.00 ‡ A new five-tube dry cell receiver; space for batteries in cabinet



NEW! FE-15 \$75.00

† A new five-tube receiver built for use with storage battery



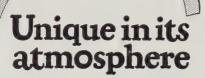
NEW! NR-7 \$110.00

A six-tube licensed Neutrodyne*
receiver embodying an improved
method of audio-frequency
amplification

‡Licensed and manufactured under a group of Latour patents. *Licensed by Independent Radio Mfrs., Inc., under Hazeltine patents Nos. 1450080, 1489228, 1533858.

FREED-EISEMANN

World's Largest Makers of Neutrodyne Radio



Golden State Limited

California



The luxurious and congenial environment of an ocean liner translated to railroad travel.

From Chicago, St. Louis and Kansas Citydirect to Los Angeles, Santa Barbara and San Diego. 68 hours of luxury. No extra fare.

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Address



Hawaii

"Huki!" Hawaiian boys shout at Waikiki—"Pull, Pull!" as a great white-capped comber lifts your outrigger canoe and hurls you landward at breath-taking speed,

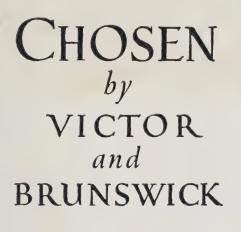
Try this summery vacation this winter—as unlike the rest of your year as a holiday should be—and as easy to plan and take! Your nearest railway, steamship or travel agent can book you direct to Honolulu. Steady-keeled liners sail from Los Angeles, San Francisco, Seattle, Vancouver or Victoria, B. C., in 5 to 6 days.

Enjoy Hawaii several weeks or months; living costs are moderate. Or make the round trip from the Pacific Coast in 3 or 4 weeks for as little as \$300 or \$400, allowing a week or two in Uncle Sam's romantic territory and providing for all travel and living expense.

Good golf, motoring, hotels, modern conveniences, on all larger islands. Tennis, deep-sea fishing, hiking, inter-island cruising; volcanic wonders in Hawaii National Park. If you wish descriptive, colored brochure on Hawaii, write now—

HAWAII TOURIST BUREAU

212 MONADNOCK BLDG., SAN FRANCISCO 341 FORT ST., HONOLULU, HAWAII, U. S. A.



Radiola

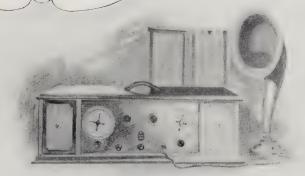
Two great manufacturers—working independently and competitively—set out to find the radio receiver worthy to be combined with phonographs that have a worldwide fame to uphold.

They had every known kind and variety of radio set to choose from. They had every facility for research, test and exhaustive study. And they had a firm determination to combine with the Brunswick phonograph and the Victrola only that radio set which proved to be the leader today and which carried full promise of holding that leadership through the years of tomorrow.

Both chose the Radiola.

Radiola Super-Heterodyne,

the most famous of Radiolas. With the new power Radiotron as its sixth tube, it achieves new volume of tone and finer tone quality than ever.



RADIO CORPORATION OF AMERICA

CHICAGO - NEW YORK - SAN FRANCISCO

The CRUISES SUPREME 1926

AROUND the WORLD

On the specially chartered Cunarder

"FRANCONIA"

Sailing Eastward from New York January 14th

30,000 Miles 133 Days

Amidst an atmosphere of ease, comfort and luxury; on a steamer which in her equipment, service and cuisine stands pre-eminent, and one which through her previous cruises has made for herself a mighty host of warm and enthusiastic friends.

Last but not least, the ship is under charter and direction of Cook's, the world's foremost and most experienced travel organization.

The itinerary selected is as perfect as possible, synchronizing the visits to the many fascinating and engrossing countries, with the time of year when climatic as well as other conditions offer their greatest attractions.

> Fares are fully inclusive and cover all shore excursions.

MEDITERRANEAN

On the White Star "Ship of Splendor"

"HOMERIC"

Sailing from New York January 23rd

14,000 Miles 67 Days

The supreme opportunity to see the Garden of the World, the countries of Ali Baba, the whimsical Don, the heroes of the Aegean and the Kings of the Nile.

Supreme in the superb, especially chartered ship — the largest and most luxurious steamer sailing to the Mediterranean-; in the cruise management; in the entertainments aboard and ashore.

The itinerary covers the widest field of worth-while points, including sixteen days in Egypt and Holy Land: optional visits to Paris and London on the homeward trip; also stop-over privileges.

> Cook's Fleet of Nile Steamers and Dahabeahs stands foremost on that river.

NEW YORK

585 Fifth Avenue Philadelphia Los Angeles

Boston

Chicago Toronto

St. Louis Montreal

253 Broadway San Francisco Vancouver



MAKU INDIANS OF THE RIO URARICOERA LISTENING TO A TALK ON EDUCATION
BY JUDGE GARY BROADCAST FROM PITTSBURGH

On setting off the flashlight the Indians suddenly departed, head sets and all, but fortunately the plugs pulled loose. From a distance of 25 feet they were coaxed back again. Jazz music meant nothing to them; neither did songs or recitations. They got more "kick" out of an ordinary mouth-organ, or harmonica, than out of the radio. Weight and bulk considered, a mouth-organ possesses greater trade possibilities than almost any other article except a burning-glass or a good knife (see text, page 412).

three men and a boy, were passing down the river in a dugout and, spying the wisp of smoke from our camp fire, stopped to investigate.

We were boiling fish for breakfast when they appeared, and here arose a question of etiquette: How was Civilization to introduce itself to Primitive Man?

The approach might be extremely important. Dr. Rice had been attacked a few years previously by a hostile tribe of Indians on the Orinoco slope, and 200 miles away to the southwest 68 members of an oil-prospecting party were massacred only two years ago.

Breaking bread was a peace offering long before the olive branch was thought of; so we pointed to the fish in the pot and indicated by signs that they were to help themselves. This they did with

evident satisfaction, thus sealing a pact of good will.

Our visitors were superior in appearance to the Indians we had met down river. In facial contour they resembled Mongolian types, and their straight black hair was cut in a "soup-bowl" bob.

We must have seemed veritable white giants to these natives, for the tops of the men's heads came parallel with our chins.

Each individual was scrupulously clean, and we observed that they bathed regularly. We found them to be keen mentally, sturdy, contented, helpful and kindly to each other, but each man thoroughly independent and self-sufficing. This was the first time, apparently, that they had had any contact with civilization. They had no iron whatever, their



PRECARIOUS SLEEPING ACCOMMODATIONS: THE ONLY BED KNOWN TO THE UPRIVER INDIANS

It is remarkable how the natives rest in such contrivances. As a matter of fact, they sleep very lightly, but put in quite long hours, for they go to bed at nightfall, as a rule, and often are to be found in their hammocks in the daytime, if in camp. They may be seen around a campfire in the evening smoking and drying fish; if not so engaged, they are likely to be in hammocks. Mosquito nets are unknown among the Indians; this accounts for some of the wakefulness of native sleepers. If in a malocca, or community hut, the presence of smoke from cookfires tends to lessen the trouble from mosquitoes.



THE "ELEANOR III" ANCHORED IN MIDSTREAM: RIO NEGRO

In the foreground is the canoe which ferried the pilot and the author back and forth between ship and shore.



HINTON PAINTS CARVINGS WITH FRUIT RIND, SO THEY WILL PHOTOGRAPH
Apparently these Indian pictographs on the banks of the Rio Negro are old, but no guess has yet been made as to their meaning.



A MISHAP TO THE AËRIAL

Santos, the motion-picture operator of the expedition, performs an unpremeditated acrobatic feat when he pulls the wrong rope while rigging the radio apparatus.



"LISTENING-IN ON PITTSBURCH" FROM THE DEPTHS OF THE BRAZILIAN JUNGLE

Left to right: Hinton, the pilot; Wilshusen, the airplane mechanic, and Dr. Rice, leader of the expedition; in the foreground, MacCaleb, one of the radio telegraphists. During the expedition's work in the field, messages were exchanged with San Francisco, Chicago, London, and New Zealand, and for months a regular schedule was maintained with New York. A small canoe radio set was taken to the headwaters of the Parima, and even here communication was established with the United States.



Radiolas are pacemakers in *Value*, too

Value in radio hangs not on price alone—but on performance—and permanence. Whatever you can afford to pay for a radio set, you will find in an RCA Radiola the greatest value your money can buy.

Radiola 20—new five-tube set at \$115. This new antenna set is uni-controlled. It has the new power tube which gives volume of reception on dry batteries and great clarity of tone. The price includes all five Radiotrons.

Radiola 25—six-tube Super-Heterodyne at \$165. The Radiola Super-Heterodyne is now operated with a single finger tip. It has the new dry battery power tube. And it can be adapted for use with the RCA Loudspeaker Model 104, without any batteries. The price includes all six Radiotrons.

Radiola 28—eight-tube Super-Heterodyne at \$260. The eight-tube Super-Heterodyne has new power. Its desk type cabinet has room for all the dry batteries, though it may be adapted for use without batteries if combined with RCA Loudspeaker Model 104. The price includes all eight Radiotrons.

Radiola 30—eight-tube Super-Heterodyne with power speaker—uses no batteries: \$575. Its hidden loudspeaker is the new RCA cone type power speaker. And it operates entirely from your lighting socket. It is unsurpassed in tone and in performance. The price includes everything. Just plug in—and tune in—with a single control!



RCA Radiola

house current may be plugged in on any 50 or 60 cycle, 110 rolt A. C. lighting circuit.

RADIO - CORPORATION - OF AMERICA NEW YORK - CHICAGO SAN FRANCISCO

A SPRING CRUISE

The MEDITERRANEAN

Sailing April 3 on the "Carinthia"—the newest Cunarder

Take it for a complete holiday—at the most delightful season—6 weeks from New York to New York. Or, as a pleasant prelude to travel in Europe—it takes only 2 weeks longer to Naples than the fastest mail boats, and visits Madeira, Cadiz, Seville, Algiers, Sardinia, Tunis, Malta, Athens, Greek Islands & Sicily. \$625 & upward, with return any time this year.

Send for the Book - "Spring Mediterranean"

LAND CRUISES IN AMERICA

The greatest advance in American pleasure travel since Raymond-Whitcomb ran "solid" vestibule trains with through dining-cars across the Continent in 1886. New Special Trains that can be routed like a Cruise-Ship. All-steel cars built for Raymond-Whitcomb—rooms with private bath—library—lounges—gymnasium—& entertainment room. Land Cruises of 3 to 5 weeks, to Colorado, Canadian Rockies, & the National Parks.

MIDNIGHT SUN CRUISE

The sixth annual Raymond-Whitcomb Cruise to Iceland, North Cape, Norwegian Fjords, & Scandinavian Cities—the established vacation cruise. Sailing June 29th on the "Carinthia" and arriving in England & France July 29. \$800 & upward, with return any time this year.

EUROPE

Tours that travel by the best great liners, stop at the best hotels, and use automobiles with unexampled freeness.

For persons who prefer to travel without escort we will make complete advance arrangements. Send for the "Guide to European Travel."

Raymond & Whitcomb Company

Executive Offices — 26 Beacon Street — Boston New York Philadelphia Chicago Los Angeles San Francisco



Artistically, this new Amplion Cabinet Cone graces the most exquisitely appointed drawing room—acoustically, it sets a new standard in radio reception.

AC12....\$30

AMPLION PATRICIAN

A new model of the air column type—as pleasing to the eye as to the musical ear. Non-directional general diffusion of sound. 48-inch air column in an 18" x 12" x 9"

AA18....\$45



AMPLION DRAGON

The world's "best seller"—adopted as the standard among leading radio engineers for experimental and comparative tests. Famous for its sensitivity to speech and musical signals, and for volume without distortion.

AR19 \$42.50

HERALDING ~ a New Radio Voice

When genius sings or speaks or plays—a breathless silence follows. When the new Amplion Cone reproduces vocal or instrumental tones—an awed hush ensues.

For this new type of cone, designed by the engineering genius of the world's largest makers of sound reproducing devices, sets an entirely new standard in radio reception.

A precision of sound-values—a mellow clarity-an utter absence of distortion or "chattering"-characterize the new Amplion.

Built on an entirely new principle of balanced construction and exceptionally responsive to the weakest signals, the new Amplion reproduces the entire vocal

and musical range with an astonishing purity, combined with the utmost volume.

Sensitive as a deer to the faintest sounds, this Amplion sets a new standard of reception for every set. It is the last link in the chain of quality broadcasting.

As you listen in—to classical music or jazz-to symphony concert or brass band to speakers or singers-it becomes increasingly difficult to tell the difference between the actual performance and the new radio voice!

Write for the interesting Amplion Booklet

THE AMPLION CORPORATION OF AMERICA

Suite G, 280 Madison Avenue, New York City THE AMPLION CORPORATION OF CANADA Ltd., Toronto

"The House of Graham" is known throughout the world, through its associated companies

From 1887 A Path of Brilliant Achievement to 1927

BINAL BEAR BOOKED RADIA CONTRACTOR CONTRACTO

Called the greatest musical achievement of the age

The Brunswick Panatrope

THE Brunswick Panatrope is the new invention which gives *electrical* reproduction to the new *electrical* records.

Four institutions whose names are household words united in the development of the Brunswick Pana-

trope. They are Radio Corporation of America, General Electric Company, Westinghouse Electric & Manufacturing Company, and The Brunswick-Balke-Col-

lender Company. When this remarkable instrument was first demonstrated in New York City and other music centers, it attracted more attention and comment than probably any other musical invention in history. The great metropolitan newspapers reported the first Panatrope demonstrations in front-page space. Critics as well as laymen were astounded at the unbelievably lifelike music attained by this new method of reproduction.

Demonstrations of the Panatrope have continued until now more than four million persons have heard it. No musical event of its kind even more with such archives.

its kind ever met with such enthusiastic response.

The Brunswick Panatrone offers possibilities

The Brunswick Panatrope offers possibilities for home entertainment unlike anything before it. It has been called the greatest musical invention since the piano.

For radio, too

The Brunswick Panatrope may be had either alone or in combination, in one cabinet, with the Radiola Super-heterodyne. Thus it puts at your finger-tips all recorded music and the rhythmic, newsy programs of radio as well. The Panatrope may also be used as a loud speaker for your present radio set, with musical results equally superior to what you are accustomed

This marvelous instrument is now offered in a variety of beautiful cabinets. It operates

entirely from the light socket; no batteries or outside wires needed.

Another triumph

Brunswick has also developed another musical instrument, as yet unnamed,* for bringing out the music of the new records. In tone quality and its ability to reproduce the entire

musical scale, we believe this instrument represents a very great advance over anything in exist-

ence, except the Panatrope.

It does not utilize the electrical equipment of the Panatrope, and its prices are lower, ranging from only \$115 to \$300 (slightly higher west of Rockies).

Before you buy any music reproducing instrument of any kind, or radio, hear the Brunswick Panatrope, the Brunswick Panatrope & Radiola, and the new Brunswick musical instrument as yet unnamed.*

Brunswick dealers will gladly demonstrate these instruments. If there is no Brunswick store near

you, write us

Panatrope Model 10. Finished in highly figured walnut: Price \$650 (slightly higher west of Rockies),

*\$5,000 for a name

To find a suitable name for the new Brunswick instrument de-

scribed above, we offer prizes totaling \$5,000 (1st prize, \$3,000; 2nd prize, \$1,500; 3rd prize, \$500) for the best name submitted with slogan not exceeding 10 words describing its music. In the event of a tie, a prize identical with that tied for will be awarded each tying contestant. Contest opened August 14; closes December 15 at midnight. Write for free booklet giving all details. Address Dept. P-176.

Brunswick Records by the new "Light-Ray" electrical method [music by photography] are now on sale every Thursday.

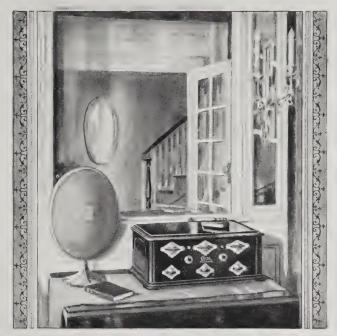
PANATROPES · RADIOLAS · RECORDS



"Ahair's breadth at the bow is a mile beside the butt."

The remarkable reception of the Synchrophase is the result of painstaking care in every detail.

Doctor Hy



Its Outward Beauty Reflects Inward Worth

THE Synchrophase fully satisfies both eye and ear. Never have you heard such reception. You, too, will say, "I didn't think radio could be like this!" Tones are clear, true and natural—faithful reproduction of the broadcast music.

All the artificiality—the grating, lisping, muffled sounds that have come to be known as "radio accent" and that spoil reception, are removed. The Synchrophase,

by its *Colortone*, eliminates the influence of the loud speaker, and restores the pitch of voice or instrument to its natural tone. This and other exclusive Grebe developments make possible the superior performance of the Synchrophase.

Send for *Booklet N* which explains fully all Grebe exclusive features. Then ask your dealer to demonstrate.

A. H. Grebe & Co., Inc., 109 West 57th St., N. Y.
Factory: Richmond Hill, New York

Western Branch: 443 South San Pedro St., Los Angeles, Cal.

Binocular Coils bring in the desired station; prevent others from interfering.



This Company ownsandoperates stations WAHG and WBOO



All. Grebe apparatus is covered by patents granted



Colortone keeps the tone clear, true and natural.

© 1926, A. H. G. & Co., Inc.



The sweetest of all money is money that comes unexpectedly. That unlooked for birthday check from Uncle John, that extra cash dividend from Amalgamated Oil, that surprise remittance from a forgotten borrower.

These are velvet dollars. Not hardearned business dollars to be saved and put to work, but carefree, unreproaching dollars, gaily exhorting you to be a regular fellow and play Santa Claus to yourself.

But because these cheerful and indulgent dollars may be pleasantly spent, they need not be fruitlessly spent. Invest them with your jeweler and get the maximum in

day-by-day, year-in and year-out service and satisfaction, while still adding a permanent asset to your "life-estate."

Invest them in that jeweled ring, that pearl pendant, those platinum cuff links or that Elgin watch you have long coveted . . . Spend the income of your investment in the pride and pleasure of your possession, while retaining the principle in intrinsic and convertible value.

Thus you may eat your cake and have it, too.

ELGIN

THE WATCH WORD FOR ELEGANCE AND EFFICIENCY



Before buying any musical instrument or radio · · hear the

BRUNSWICK PANATROPE

-Joint achievement of Radio Corporation of America General Electric Company Westinghouse Electric & Manufacturing Company The Brunswick-Balke-Collender Company

THE Brunswick Panatrope marks an epoch in the music-life of the world. It is the FIRST purely electrical reproducing musical instrument. Electrical reproduction means music as it really is. True to life—a musical photograph!

Press enthusiastic

So overwhelmingly beyond anything the world has known is the music of the Brunswick Panatrope that the first demonstration of this instrument in New York City was the news of the day in the papers the following morning. Critics and laymen agreed that here was by all odds the most remarkable reproducing musical instrument they had ever heard.

The Brunswick Panatrope brings you not only the music of the new electrical records, but of radio as well. It is obtainable either alone or com-

bined in one beautiful cabinet with the Radiola Super-heterodyne. The Panatrope may also be used as the loud-speaker unit for your radio, with musical results equally as superior. This remarkable instrument operates entirely from the light socket; no batteries or outside wires needed.

Until you hear the Brunswick Panatrope you cannot realize the difference between its music and reproduced music as you have known it. It is good judgment to refrain from buying anything in the field of music or radio until you have heard and seen this remarkable invention. Otherwise what you buy today, no matter how wonderful it may seem, may fall obsolete tomorrow before this amazing instrument.

Another triumph

Brunswick has also developed another musical instrument, as yet unnamed,* for bringing out the music of the new records. In tone quality and its ability to reproduce



The Brunswick Panatrope & Radiola, Model 48-C. Equipped with either 6- or 8-tube Radiola Super-heterodyne. Fin-ished in walnut. Prices range from \$350 to \$1250 (slightly higher west of Rockies).

Brunswick Records by the new "Light-Ray" electrical method (music by photography) are now on sale every Thursday.

believe this instrument represents a very great advance over anything in existence, except the Panatrope. It does not utilize the electrical equipment of the Panatrope, and its prices are lower, ranging from only \$115 to \$300 (slightly higher west of Rockies).

Before you buy any music reproducing instrument of any kind, or radio, hear the Brunswick Panatrope, the Brunswick Panatrope & Radiola, and Brunswick's new musical instrument as yet unnamed.*

Brunswick dealers will gladly demonstrate these instruments. If there is no Brunswick store near you, write us.

*\$5,000 for a name

To find a suitable name for the new Brunswick instrument, we offer three prizes, totaling \$5,000 (first prize, \$3,000; second prize, \$1,500; third prize, \$500) for the best name submitted together with an advertising slogan or phrase not exceeding 10 words describing its music. Contest opened August 14 and closes December 15 at midnight. In event of a tie for any prize offered, a prize identical in all

respects with that tied for will be awarded to each tying con-testant. Free booklet gives all details. Address Dept. P-191.

the entire musical scale, we PANATROPES RADIOLAS RECORDS

THE BRUNSWICK-BALKE COLLENDER CO., GENERAL OFFICES: 623 SOUTH WABASH AVENUE, CHICAGO

Materials of Empire



LIMATE and soil which yield a varied and abundant harvest—timber—rich minerals—water power—these are among the raw materials of empire in the South.

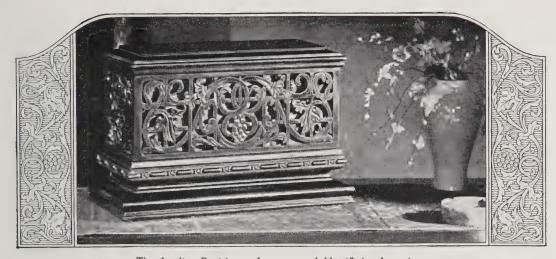
The richness and variety of nature's gifts, and the hands in which fortune has placed them, have made the growth of the South inevitable. Possessed of the best in American traditions, hard-working, homogeneous and contented, the Southern people are superimposing a new industrial empire upon a proven agricultural one, giving it rank with the most prosperous regions of the earth.

Fortunate those who share in the achievements of Southern enterprise in these eventful years.

Operating economies achieved by the Southern Railway System enabled it to operate last year on freight charges that averaged 16% lower than those of 1921. These reductions applied to last year's traffic meant a

The Development Service of Southern Railway System, Washington, D. C., will gladly aid in securing industrial locations, farms and home sites in the South.

saving of \$27,000,000 to shippers on the Southern. SOUTHERN RAILWAY



The Amplion Patrician encloses a remarkable 48" air column, in a graceful, richly carved mahogany cabinet, $18'' \times 12'' \times 9''$. Acoustically it is non-directional, with a new, softly diffused mellowness of tone that makes this instrument the choice of the connoisseur, wherever heard.

The new Amplion Patrician reproduces the very soul of music

AMPLION CONE

Artistically, this new Amplion Cabinet Cone graces the most exquisitely appointed room; of two-tone mahogany, 14"x14"x9". Acoustically, it is a time perfected Amplion development.



AMPLION DRAGON

This model is the best known of all the famous "Dragon" type of Amplions, adopted as standard by leading radio engineers wherever broadcasting exists. Notable for acute sensitivity and amazing volume.

Other Dragon models from \$12 ub

-exceptionally rich in those delicate overtones that give to music its temperament, its true character, its tonal color, its sensitive appeal to the spirit.

OU may own the most expensive radio receiving set. You may tune in on the best radio concerts. Yet, if your reproducer is not delicately and accurately constructed, you will lose most of the fine overtones that create the true beauty—the very soul—of music.

Since 1887, engineering experts of "The House of Graham" -the creators of Amplions—have been achieving constant improvement in sound-reproducing devices. As the result of this long experience, it is not extraordinary that the Amplion instruments will reproduce more of music's fine overtones, and a wider musical range, than other reproducers are able to do.

Write for the interesting "1927-Amplion" Booklet

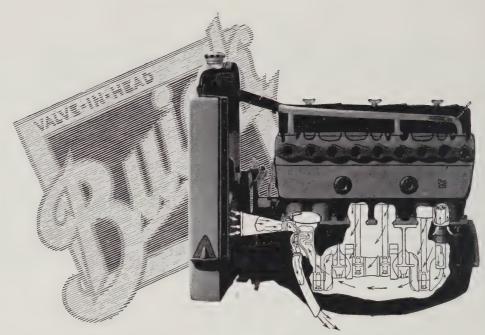
THE AMPLION CORPORATION OF AMERICA Suite G, 280 Madison Avenue, New York City

THE AMPLION CORPORATION OF CANADA Ltd., Toronto

"The House of Graham" — Alfred Graham & Co., of London, England—is known throughout the world through its associated companies.







The BUICK Vacuum Ventilator - Keeps the Crankcase clean - - just as your vacuum cleans your rugs at home.

The Greatest Buick Ever Built has a vacuum-cleaned crankcase. The household vacuum cleaner pulls dirt out of rugs. The Buick Vacuum Ventilator pulls noxious engine vapors out of the crankcase. Both devices protect your health and comfort, and save your money.

New luxury is added to Buick ownership by this remarkable device. It keeps the air inside the car free from disagreeable engine fumes.

Andit prevents dilution of crankcase oil. Without this vital new improvement the crankcase vapors would condense; oil wouldneed to be completely changed 15 to 20

times yearly. With the Vacuum Ventilator, just keep the oil at the proper level, then drain it once each season, 4 times a year, as a super-caution.

Every Buick model has the Vacuum Ventilator, and many other vital improvements, including the century's greatest contribution to motor car progress—an engine vibrationless beyond belief.

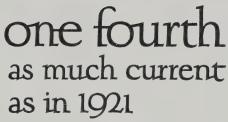
BUICK MOTOR COMPANY, FLINT, MICHIGAN Division of General Motors Corporation

THE GREATEST BUICKEVER BUILT

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



Radiotron UX-201-A which is illustrated is the standard tube forstorage battery sets. (Radiotron UV-201-A is exactly like it but has the old type base.)



When you tune in today on a storage battery set, your Radiotron UX-201-A uses only one fourth of the current a storage battery tube needed just five short years ago. This means that you need charge your "A" batteries only about one fourth as often!

The present Radiotron UX-201-A is also a better detector—is a better amplifier—has a greater output—all on less current.

RCA research has produced better tubes—better methods of making tubes, to lower their cost—

and better test methods, too. These improvements have come from the laboratories of RCA and its associates, General Electric and Westinghouse—laboratories devoted to year-in and year-out study of vacuum tubes:

The standard of quality back in 1921 was an RCA Radiotron. And the standard of quality today is an RCA Radiotron!



RADIO CORPORATION
OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF RADIOLAS



Remington PORTABLE



For Home Writing!

WRITING by hand is out of date. The Remington Portable Typewriter has made it so.

The Remington Portable is ever so much faster, and enables you to make copies of your personal writing without extra effort. It is a necessity of modern, fast-moving life.

Graduation time will soon be here. What finer or more helpful commencement gift than a Remington Portable for the boy or girl who has college or business days ahead!

It is the handiest, fastest, simplest to operate, and most dependable of all portables — and it is the smallest, lightest, most compact portable with standard keyboard.

Give yourself more leisure by saving time with a Remington Portable. You can purchase it on terms as low as \$10 down and \$5 monthly from Remington branches and dealers everywhere. Write today for our illustrated booklet, "For You — For Everybody". Address Department 65.

REMINGTON TYPEWRITER CO.

374 Broadway Eranches Everywhere New York Remington Typewriter Co. of Canada, Ltd. 68 King Street, West, Toronto

Remington **TYPEWRITERS**

Remington-made Paragon Ribbons and Red Seal Carbon Papers always make good impressions





A MACHINE FOR **EVERY PURPOSE**



-a Radiola for Christmas

HRISTMAS and a Radiola—one suggests the other. A real Christmas and a real Radiola—one of the sets containing all the new improvements that have set the world talking - but tried, tested and perfected.

There is Radiola 20-an antenna set. It has a power tube for volume—single control for simplicity—with verniers for accurate tuning of distant stations. And it does get distance!

There is Radiola 25—the six tube superheterodyne. It tunes in with a single finger—gets clear volume with its power tube. And its fine tone quality is sealed in.

Radiola 28 is the eight tube super-heterodyne. The eight tubes mean bigger distances and finer selectivity. And the music it brings in with a single turn of the hand is real!

Radiola 30 is the eight tube super-heterodyne with power loudspeaker and no batteries. Just plug it in on the house current—tune in—and turn up the volume. It is not mere power—but clear, natural volume. It gets the actual tone and the actual volume of the original music unaltered

With the moderate terms that an RCA Dealer will arrange, you can easily greet Christmas morning with a Radiola! And it is a permanent investment, for it becomes a greater treasure as the great artists and singers of the world turn more and more to radio.







ADIO · CORPORATION · OF · AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO

West Indies Cruises



CUBA PORTO RICO PANAMA JAMAICA VIRGIN ISLANDS CURACAO NASSAU BARBADOS TRINIDAD VENEZUELA MARTINIQUE Fascinating bits of the Old World that lie on the warm Caribbean

Two Raymond-Whitcomb Cruises

On the Largest Liner ever to Cruise in the West Indies

RAYMOND-WHITCOMB CRUISES bring to the West Indies voyage the luxury that hitherto was to be found only on a few of the largest Trans-Atlantic liners. The Cruise-Ship is the new Columbus—of 32,000 tons register and 48,000 tons displacement. She is half again as large as any other ship to sail to the West Indies. Twenty places—the most picturesque and romantic of the old Spanish Main and the West Indies—are visited; and there are eleven countries in South America, Central America, the Greater and the Lesser Antilles on the route.

The sight-seeing is a special RAYMOND-WHITCOMB feature. Drives in the ports of call and excursions to beautiful and historic inland places, that should not be missed, are all included in the price—\$400 and upward.

Two identical Cruises of 25 days duration. The first will sail on January 27; the second on February 22. They will make ideal winter vacations, for in the West Indies, as elsewhere, the RAYMOND-WHITCOMB Cruises are always the smartest. Write for the booklet, *The West Indies Cruises* and plans of the *Columbus*.

OTHER RAYMOND-WHITCOMB CRUISES

Round South America, January 29. The Mediterranean, February 9 The Mediterranean in Spring, March 29. The North Cape, June 28. Round Africa, January, 1928 Land Cruises to California—December to March

Raymond & Whitcomb Company

EXECUTIVE OFFICES: 26 BEACON STREET, BOSTON, MASSACHUSETTS

NEW YORK

PHILADELPHIA

CHICAGO

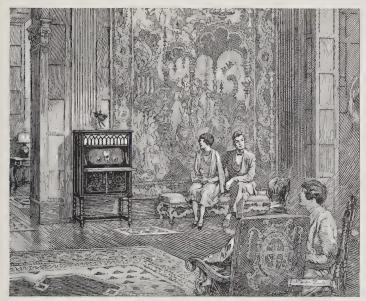
LOS ANGELES

SAN FRANCISCO



FREED-EISEMANN

THE RADIO OF AMERICA'S FINEST HOMES



ALWAYS FIRST IN SOCIAL PRESTIGE

Now at prices everyone can afford

E the land—in the homes of the leaders of finance, society and the arts—you will find the freed-eisemann. Among other distinctions, it was selected by government experts and purchased by the Navy for installation on the President's yacht.

Now, after two years of planning and experiment, we are able to announce freed-EISEMANN quality unchanged but at new, low prices that have amazed the radio public.

Think of it! Sets made with the same micrometer precision; the same devotion to high FREED-EISEMANN OFFERS REV-OLUTIONARY RADIO IMPROVE-MENTS AT NEW LOW PRICES

\$60 and up for table sets
\$95 and up for console sets

Prices slightly higher in Canada and West of the Rockies

technical ideals, for which FREED-EISEMANN is famous, now priced as low as \$60!

And this year, FREED-EISE-MANN embodies revolutionary radio improvements: Complete metal shielding from outside interference. One tuning control instead of three. Steel Chassis construction. Superb cabinets. Sets can be run from house current with FREED-EISEMANN power units.

No wonder that within a week after the new freedeisemann was announced, our vast, new plant had to go into full production in order to meet the great demand.

Shown above, Model 40*—C40, \$155.

*Licensed under a group of the Latour Patents
You may have a demonstration
in your home without obligation,
and pay on convenient terms.

Freed-Eisemann Radio Corporation Freed-Eisemann Building, Brooklyn

LAND CRUISES to CALIFORNIA



An Evening in the Entertainment Car

The finest railroad trains in the world

Built exclusively for Raymond-Whitcomb

Entertainment Cars with moving pictures, radio, gymnasium, and library.

Rooms with Private Baths — Many Drawing Rooms — Observation Cars.

From the East every week this winter by special trains going to California without change.

Add but three days to your regular trans-Continental schedule and include comprehensive sightseeing in such renowned American localitics as the Louisiana "Evangeline Country", the Texas-Mexico Frontier, the Apache Trail, the Southwestern Indian Lands and the Grand Canyon.

Send for the
Land Cruise Booklet
This new service will help you.

Raymond & Whitcomb Co.

Executive Offices
26 Beacon Street, Boston, Mass.
New York San Francisco Los Angeles Chicago

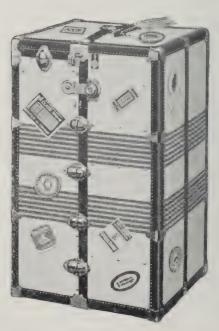


Have you noticed how little you hear the term "baggage smasher" nowadays? One reason is the increasing number of Oshkosh Trunks in service.

> An attractive booklet describing Oshkos's Trunks will be sent you on request to 467 High Street, Oshkosh, Wisconsin.

OSHKOSH TRUNKS

THE OSHKOSH TRUNK COMPANY Oshkosh, Wisconsin, and New York City



When you buy a Radiola you are not buying an experiment but a proved result

As the last authentic word of science, RCA lighting socket sets have increased their leadership by performance, not promise.

Steadily the demand for RCA lighting socket sets has been growing.

From the first blueprint these RCA lighting socket sets were built to be operated from house current and should not be confused with ordinary sets to which some power devices are "adjusted."

Consistently the quality of these sets has improved, as all Radiolas have improved. Today the leading homes in every neighborhood have Radiolas—tried, tested and perfected.

In all Radiolas the goal of the scientists—the scientists of RCA, General Electric and Westinghouse—has been complete naturalness of voice and music.

In radio, it is reality that counts. Tune in a Radiola 28—with the power Loudspeaker 104 across the room. Turn a single control to the station, and leave it—fixed. Turn up the music to the actual volume that would reach your ears at a concert. And every listener will sit rapt and silent. The spell is real!

This is what the research laboratories of "pure science" have done for the RCA Radiola.

They have built sets that operate perfectly without batteries—on the house current. They have found a way to use this current to amplify to great power, the weak signals that come into a radio set, until the original volume—even of a whole orchestra—can actually be duplicated with no distortion.

All these things mean more than just good reception. They mean reality!



RCA Loudspeaker 104, complete \$275

Radiola 28, with eight Radiotrons \$260

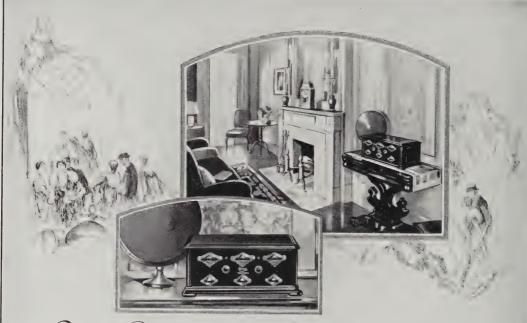
A. C. Package, for adapting Radiola 28 for use without batteries, \$35

Buy with confidence where you see this sign.



RCA Radiola

RADIO - CORPORATION - OF - AMERICA - NEW YORK - CHICACO - SAN FRANCISCO



The (harm of the Synchrophase

TRUE charm of the Synchrophase lies in its ability to reproduce faithfully every shade of tone that voice or instrument sends over the air.

The Synchrophase never intrudes itself into the picture, for it is free from that artificiality and sound distortion known as "radio accent."

The Colortone enables you to adapt the loud speaker's voice to the character of the program, eliminating the unnatural sounds that often

make radio so disagree-able.

There are several other exclusive Grebe features which contribute to the unusually superior reception of the Synchrophase: Grebe Binocular Coils, S-L-F Condensers, Low-Wave Extension Circuits, etc.

Send for *Booklet N* which will explain how these Grebe features produce such superior reception. Your dealer will gladly demonstrate the Synchrophase.

A. H. Grebe & Co., Inc., 109 West 57th Street, New York
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.
Factory: Richmond Hill, N.Y.



Colortone Reg. U. S. Pat. Off. gives you control of tone quality independent of the loudspeaker.



This Company owns and operates stations WAHG and WBOQ



All Grebe apparatus is covered by patents granted and pending



"He who possesses the secret of life has no spot where death can enter."

Lao Tzu

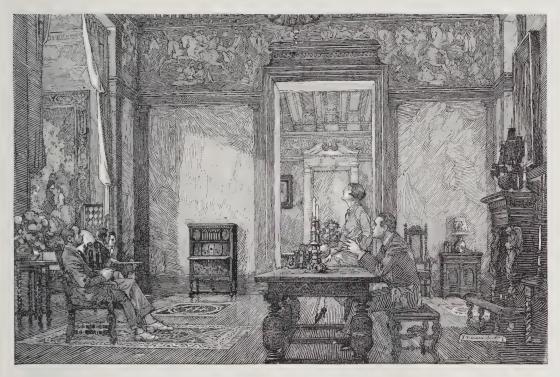
The man who possesses a Synchrophase holds the secret of true radio enjoyment.



© 1926 A. H. G. & Co., Inc.

FREED-EISEMANN

THE RADIO OF AMERICA'S FINEST HOMES



In radio, too, Social Prestige has been established

public mind as the summit of ing from outside interference; excellence and social recognition. Now, among radios, one has reached the same eminence. That Radio is the FREED-EISEMANN. It was selected by the United States Navy for use on the President's yacht, the Mayflower. Today, the blue book of freed-eisemann users is the "Who's Who" of each community.

The amazing advances made in the new freed-eisemann sets have still further intensified freed-eisemann leader-

NE AUTOMOBILE—one piano ship. Think of it! These sets craftsmanship. All sets can be —one organ—stand in the offer: Complete metal shield- run from alternating house single control; steel chassis construction for permanence; cabinets of unapproached

> Model C-40* (Illustrated above) Six tube shielded single control set. Price (less loud speaker unit) \$150.00. Table model of same set \$85. Model 30* (Illustrated below.) Six tube double control shielded set. Price \$75.00. *Licensed under a group of Latour Patents.

current by the use of freed-EISEMANN power units.

This year, the economies of vast production bring FREED-EISEMANN quality down to these surprisingly low prices:

TABLE MODELS BEGINNING AT \$60

BEAUTIFUL \$95 to \$650 CONSOLE SETS

Prices slightly higher in Canada and West of the Rockies. You may have a free demonstration in your own home and can arrange convenient terms if desired.

Freed-Eisemann Radio Corporation Junius St. & Liberty Ave., Brooklyn, N.Y.



When winter comes there's sunshine in **TUCSON**

TUCSON is now world-famous as the ideal place to rest or play.

Here in the boundless open country, under perpetual blue sky you can enjoy such a winter as you've never known! Vigorous outdoor sports—mountains, hunting, riding, golf—or perhaps resting with a book on a flower-scented verandah. TUCSON offers Nature at her best.

Here is maximum sunshine

—and invigoration—and better living, because *TUCSON* of all American cities has 80% of the possible amount of sunshine.

The Sunshine Club invites you to write them. Information is free. Service to visitors is free. Advice regarding accommodations is free. Meeting you at the train and helping you to locate is all free.

For a vacation, for a rest, for warm, dry sunshine, come to Tucson. Come Rock Island or Southern Pacific. Winter rates. Stop-overs.

TUCSON Sunshine~Climate Club ARIZONA

Tucson Sunshine-Climate Club 604-A Old Pueblo Bldg., Tucson, Ariz.

Please send me your free booklet, "Man-Building in the Sunshine-Climate."

Name	 	 	
Address			

The Straus Hallmark

WHEN we sell a Straus Bond, our responsibility already has been attested by the fact that we have invested our own money in the purchase of the issue — we sell only what we have investigated and found to be sound investment. Straus Bonds yield from 5.75 to 6.25%, with a free outside market. Call or write for

BOOKLET K-1608

S.W. STRAUS & CO.

Established 1882 - Investment Bonds - Incorporate

STRAUS BUILDING 505 Fifth Avenue at 40th St. New York STRAUS BUILDING
Michigan Avenue
at Jackson Blvd.
CHICAGO

44 YEARS WITHOUT LOSS TO ANY INVESTOR



Leeds Mausoleum at Woodlawn, New York

HARRISON MEMORIALS



EAUTY of architectural design plus an assured permanency against the ravages of time and ner are distinguishing marks

weather are distinguishing marks of the House of Harrison Memorials.

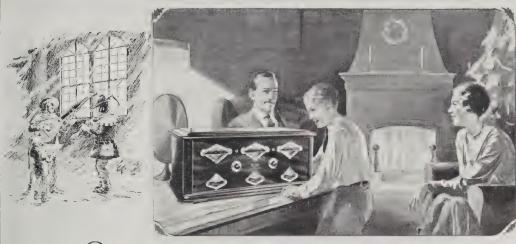
Booklet C illustrates typical Harrison Memorials built from coast to coast. Individual designs gladly submitted.

HARRISON GRANITE CO., Inc.

Established 1845

4 E. 43rd Street, at Fifth Ave., New York Offices: Detroit, Chicago, Pittsburgh, Minneapolis.

Works: Barre, Vt.



Expresses Perfectly the Christmas Spirit



HAT greater gift could you give those you love than the joy of awakening Christmas morning to find that the

Synchrophase had joined the family circle?

The Synchrophase expresses perfectly the Christmas spirit and will keep it alive for years to come, because of several features which make Grebe reception so unusually satisfactory; for example:

The Colortone, which gives the notes of voice or instrument their natural timbre irrespective of the loud speaker; Binocular Coils, which pick the station you want, then keep others from interfering.

Send for Booklet N which explains all exclusive Grebe developments. Then ask your dealer to demonstrate.

A. H. Grebe & Co., Inc., 109 West 57th Street, New York Factory: Richmond Hill, N. Y. Western Branch: 443 So. San Pedro St. Los Angeles, Cal.





Binocular Coils

Colortone

Reg. U.S. Pat. Off.

gives you control of tone quality independent of the loud

Reg. U. S. Pat. Off. bring in the desired station; prevent others from interfering.



WAHG and WBOQ.

TRADE MARK

All Grebe apparatus is covered by patents granted and pending.

Santa Claus receives his Christmas Gift



In Music, in Radio . . . this year . . . one gift above all others

The Brunswick Panatrope

-world's first purely electrical reproducing musical instrument

AST Christmas you could not buy the Brunswick Panatrope . . . so new is this astounding invention. Just about twelve months ago the first demonstration of this remarkable instrument was given in New York City. The next morning's papers reported the event in frontpage space. They pronounced it the most remarkable musical achievement of all time.

Since the first demonstration, the Brunswick Panatrope has been exhibited at public gatherings the country over. More than four millions of persons have now listened to it.

For radio, too

The Brunswick Panatrope is obtainable either alone or in combination with the Radiola Superheterodyne. Thus it puts at your finger-tips all recorded music and radio as well. The Panatrope may also be used as the loud speaker for your

present radio, with musical results equally as superior. Operates entirely from light socket. No batteries or outside wires needed.

The Brunswick Panatrope or Panatrope & Radiola in one of these cabinets is the supreme Christmas gift.

Another triumph

Brunswick has also developed another musical instrument, as yet unnamed,* for bringing out the music of the new records. In tone quality and its ability to reproduce the entire musical scale, we believe this instrument represents a very great advance over anything in existence, except

the Panatrope. It does not utilize the electrical equipment of the Panatrope, and its prices are lower, ranging from only \$115 to \$300 (slightly higher west of Rockies).

Before you buy any musicreproducing instrument of any kind, or radio, hear the Brunswick Panatrope, the Brunswick Panatrope & Radiola, and Brunswick's



The Brunswick Panatrope is the joint achievement of

> Radio Corporation of America

General Electric Company

Westinghouse Electric & Manufacturing Company

The Brunswick-Balke-Collender Company

The Brunswick Panatrope & Radiola. Panatrope combined with either 6- or 8-tube Radiola Super-heterodyne. Finished in walnut. Prices range from \$350 to \$1250. (Slightly higher west of Rockies)

new musical instrument as yet unnamed.*

Brunswick dealers will gladly demonstrate these instruments. If there is no Brunswick store near you, write us.

*\$5,000 for a name

To find a suitable name for the new Brunswick instrument we offer three prizes totaling \$5,000 (1st prize, \$3,000; 2d prize, \$1,500;

3d prize, \$500) for the best name submitted together with an advertising slogan not exceeding 10 words describing its music. Contest closes Dec. 15 at midnight. In event of a tie for

any prize offered, a prize identical in all respects with that tied for will be awarded each tying contestant. Write for free booklet giving all details. Address Dept. P-197.



Brunswick Records by the new "Light-Ray" electrical method (music by photography) are now on sale every Thursday

THE BRUNSWICK-BALKE-COLLENDER CO. General Offices: 623 S. WABASH AVE., CHICAGO



Sunset



Sunshine all the Way!

road bed, oil-burning locomotives. A delightful

revelation in superb travel comfort.

The Sunset Limited is a de luxe daily train without extra fare New Orleans to Los Angeles, San Diego, and San Francisco. Stopover privileges at New Orleans, Houston, San Antonio, El Paso, Tucson and other fascinating resort cities.

Club Car, Observation Car and latest type Dining and Sleeping Cars. Convenient service for the 120-mile motor side trip over the famous Apache Trail and for the marvelous Carriso Gorge.

For further information and descriptive booklets address:

New York 165 Broadway Los Angeles Pacific Electric Bldg. Chicago
33 W. Jackson Boulevard
Houston
Southern Pacific Bldg.

New Orleans Pan. Am. Bank Bldg. San Francisco Southern Pacific Bldg.

SOUTHERN PACIFIC LINES



There is no loneliness where there is a Radiola.

A Radiola super-heterodyne does not grow old

DELICATELY precise—but sturdy! A Radiola super-heterodyne picks up a tiny fragment of the voice power sent out from a station hun-

dreds of miles away—transforms it back again—unchanged and undistorted—into full song.

In its windings are wires finer than a hair. In its workings are adjustments closer than a thousandth of an inch. And on these adjustments the tone depends! It is by this accuracy that it brings in the music from such distances—brings it in so clearly and truly—separates near stations so sharply. Yet it is not perishable. It will keep its accuracy, because the delicate parts are sealed in a catacomb.

They are put into a metal box hardly longer than your hand—and a molten compound is poured in around them. It hardens to a firm, protecting

solid; and, as the weather machine in the laboratory proves, no extremes of climate can affect the sealed-in wires—no corroding dampness can reach them.

From the ice lands and from the tropics, Radiola super-heterodynes have returned unharmed. From mule-back trips up mountain trails, they have come back safely. And the Radiola super-heterodyne that thrills an audience today by its reality will last for years—unchanged in all the parts that count!





RCA Radiola



Buy with confidence, where you see this sign.

RADIO . CORPORATION . OF AMERICA . NEW YORK . CHICAGO . SAN FRANCISCO

Will You Exchange Next Winter for

Japan's glorious autumnal foliage & chrysanthemums

0

Two weeks in India in its delightful cool season



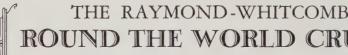
A midsummer Christmas in far-away Australia

00

Cairo at the height of its cosmopolitan social season

88

and a visit to the Riviera when it is the real capital of all Europe



Sailing from New York, October 14, 1926—from Los Angeles, October 29—from San Francisco, October 31

T is the exclusive distinction of this Cruise that it visits all its countries at their best seasons and then reaches Europe in time for Spring travel.

It is the most complete and attractive World Cruise ever planned. It visits as many places as it is possible to include in a trip of reasonable length and see adequately. And they are all famous spots that you have longed to see—Tokyo, Korea, Peking, Hong Kong, Manila, Sydney, Java, Ceylon, Bombay, Taj Mahal, Cairo, Athens, Naples, the Riviera—to pick a few from the long list. It is the only cruise to visit Australia, New Zealand and Tasmania, in addition to Japan, China India.

The Cruise-Ship is the "Carinthia"—the newest Cunarder—a liner of 20,000 tons that was designed especially for Cruising \$\infty\$ is the best cruise ship in the world today. The rates are \$2,250 and upward, according to accommodations selected.

Take the RAYMOND-WHITCOMB ROUND THE WORLD CRUISE and you will really see the world—all 6 continents, 21 countries, 60 important places.

Send for the Booklet-"Round the World Cruise"

Another Remarkable Winter Cruise - Round South America

Sailing from New York, January 29, 1927, and returning April 1

It covers the entire continent in the 2 months that are usually required to see a scant half of It visits the great cities—Rio de Janeiro, Buenos Aires, Montevideo Santiago—the Straits of Magellan and the towering Andes—picturesque old Lima in Peru and the Indian Country on the West Coast. Truly a wonderful opportunity really to see South America on the popular Cunard liner "Laconia." Rates, \$975 and upward of Send for the illustrated Booklet—"Round South America."

RAYMOND & WHITCOMB COMPANY

Executive Offices: 26 BEACON STREET, BOSTON, MASSACHUSETTS

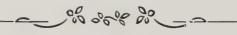
NEW YORK

PHILADELPHIA

CHICAGO

SAN FRANCISCO

LOS ANGELES





Great at home or on the open seas - this double purpose Radiola

Resting under the palms—touring the sunny states—sailing the seas on two sides of the equator take along a portable Radiola. Or up where the snows are thick and the bob sleds fly—where the ice is glassy and the skaters call for music take along a portable Radiola. One of those cleverly planned and remarkably capable super-heterodynes fitted into the smartest portable case. Pick it up—carry it off—take your music with you!

For out-o'-doors, Radiola 26 leaves its regular batteries at home in their walnut cabinet. Just neat—

Smartly attractive at home completely portable outo'-doors—always a fine performer



Radiola 26 is a double-purpose sixtube super-beterodyne. Completely portable. But with a walnut battery box, for home use, with space for larger batteries, and an antenna complet for booking up an extra antenna, if you wish it. Or loop may be fastened on the back. With 6 Radiotrons, ... \$223 complete—compact—it hides its loudspeaker inside — its loop in the cover—and smaller portable batteries inside the back. Then, home again after a gay trip, it slips inconspicuously back into place in the smartest corner of the living room — attractive in its finely grained walnut cabinet—pleasing to look at—great to listen to!

It is not just a portable radio set, but a real six-tube super-heterodyne with the fine tone and the *proved* quality for which the Radiola is famous. And it adds to its desirability the compactness of a portable, too!

Buy with confidence



where you see this sign.

RADIO CORPORATION OF AMERICA RCA Radiola

NEW YORK . CHICAGO SAN FRANCISCO



West Indies Cruises

February 22 & January 27

Luxurious. The Cruise-Ship is the new Trans-Atlantic liner "Columbus" (32,000 tons register)—by far the largest ship ever to make a West Indies Cruise. (Only the Aquitania, Mauretania, Homeric and four other ships of similar palatial character are as large & comfortable.) A dozen-odd suites with private sitting room, and many rooms with bath suggest her splendid equipment.

Complete. Sight-seeing drives by automobile and carriage, trips by special train and launch—everything to make the cruise a pleasant and carefree holiday is included in the price. There are no extras—the cruise ticket includes all expenses, except those purely personal.

Wonderful Route. Including twenty places—the most interesting and famous in the historic West Indies and the romantic Spanish Main—Havana, Porto Rico, Panama, Kingston and Port Antonio, Caracas, picturesque capital of Venezuela, Trinidad, the Pitch Lake, Dutch Curacao, Nassau & others.

Attractively Timed. You will escape the worst weather of the year and see the *West Indies* when their charms are enhanced by contrast with the dreariness at home.

Convenient Length. Each Cruise will last 25 days—11 on summer seas—14 on fascinating shores.

\$400 & upward. Write for the booklet—"The West Indies"—and Plans of the Ship

Other Raymond-Whitcomb Cruises

Round South America, January 29 \sim The Mediterranean, February 9 & March 29
The North Cape, June 28 \sim Round the World, January 18, 1928 \sim Round Africa, January 14, 1928
Land Cruises to California — December to April

Raymond & Whitcomb Co.

Executive Offices: 26 Beacon Street, Boston, Massachusetts

NEW YORK

PHILADELPHIA

CHICAGO

LOS ANGELES

SAN FRANCISCO



Why a Radiola is better value regardless of price

SOME radio sets are bought on price alone—for there will always be people who think they get better value when they pay less money.

But every year, RCA Radiolas have proved by their outstanding leadership that it isn't the cost that counts . . . it's the performance.

People who listen and test and compare—buy Radiolas. Take the Radiola 28 with RCA Loudspeaker 104. Why is it so widely demanded when there are many sets that cost far less? The reasons lie in the new principles developed in its designing—discoveries that have given the RCA type of "lighting socket radio" dominance not only in electrical per-

formance, but in musical reproduction.

It is the pioneer in "lighting socket radio"—proved and perfected where others are still experimenting.

It needs no antenna—operates with a single control—tunes out conflicting stations in the most crowded cities.

It is *modern* radio that meets every condition of modern broadcasting and matches every great musical program with reproduction that is vividly real! There is no finer instrument of musical reproduction today! *That* is its measure of value . . . not *price!* * * *

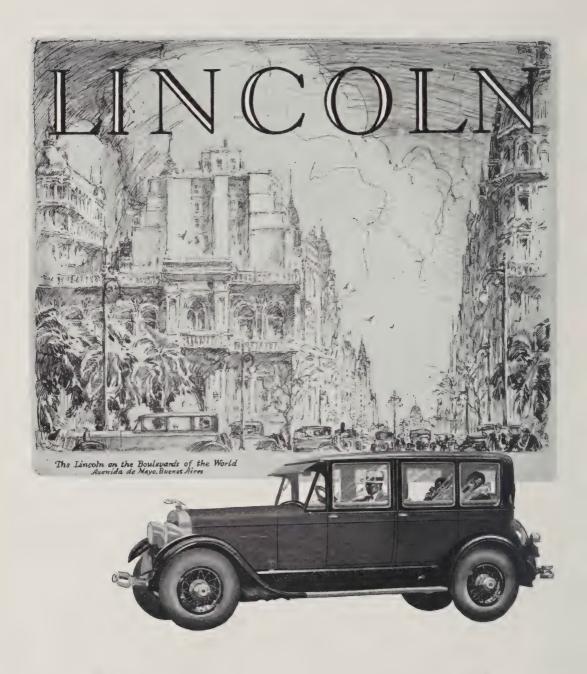
RCA Loudspeaker 104, complete, \$275. RCA Radiola 28, with eight Radiotrons, \$260. A.C. Package for adapting it for use with Loudspeaker 104 on 50-60 cycle, 110 volt current, \$35.



RADIO CORPORATION OF AMERICA

RCA Radiola

NEW YORK . CHICAGO SAN FRANCISCO



(In its consistent development, the Lincoln has derived many economic benefits from the resources of the Ford Motor Companybenefits that make possible the prices at which Lincoln cars are sold. (The Lincoln owner's investment is even more remarkable because it is permanently protected against artificial depreciation by a policy of no yearly models. (The Furthermore, all improvements are made with the thought of having them adaptable to cars already in service.

A six-brake system is now standard on Lincoln cars

LINCOLN MOTOR COMPANY

Division of Ford Motor Company



The outdoor days are coming... get a Radiola that is portable!

WITH the outdoor days coming—the picnics and camp trips and tours—get a Radiola 26, that can forget it's a home set, and change in a moment to a portable, to carry the music and the sports news with you!

Radiola 26 is famous as a portable—it has traveled nearly half the world! But it is not just a portable. It is a six-tube super-heterodyne, finely made to the last screw—and beautifully cased in walnut. On the finest program, it is clear and real. In the smartest living room, it fits luxuriously.

And when the out-o'-door days

come, your Radiola 26 cleverly fills a double purpose. Small portable batteries go inside the back. The loop is in the cover, and you needtak-along no antenna. The loudspeaker is built in. Just pick up the Radiola—and take it along. The separate cabinet is made

to hold either batteries or battery eliminators, when you listen in at home.

It pays to get a Radiola 26—not only for fine performance—but for double service—and double value! Wherever you are, in a city skyscraper or a lonely mountain top, it goes with you—brings along the music and the news!



Radiola 26, with six Radiotrons. Finished in walnut; with a matching cabinet to hold home batteries or battery eliminators, and to make possible an antenna, if you wish one. \$225.

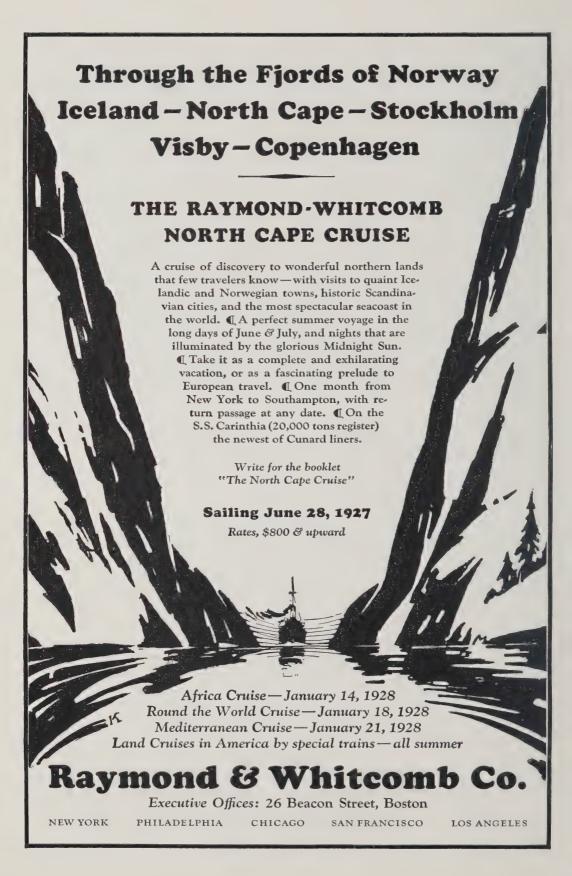
Buy with confidence

RADIO CORPORATION

OF AMERICA

RCA Radiola

NEW YORK . CHICAGO SAN FRANCISCO





One Dial for Convenience Three for Precision

THE simplicity of one-dial control—so much talked about today—has been an outstanding feature of the Synchrophase for some time.

But in providing for this convenience in operation, the advantage of individual dial setting was not lost. When extremely accurate tuning is desired, this flexibility is greatly appreciated.

Other Grebe developments are: Binocular Coils for selectivity; S-L-F Condensers to prevent station crowding; Colortone to preserve clarity and naturalness of tone.

> Send for Booklet N which explains fully all exclusive Grebe developments, and how they produce the reception for which Grebe sets are noted.

A.H.Grebe & Co., Inc., 109 W.57thSt., NewYork

Factory: Richmond Hill, N. Y. Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

All Grebe apparatus is covered by patents grant ed and pend-ing.

' This Company broadcasts through station WABC









Grebe Flexible Unit Control

makes the Synchro-

phase a set of one, two or three dial control at

your option.

REBE



Will you say it just for the day or through the years to come?

Now comes the time of year when the telltale stethoscope finds hearts more aflutter, when pulses beat with ardency renewed.

And no wonder! For just in the offing is St. Valentine's, the day set apart by the Saint of Hearts for all true lovers... filial, fraternal and romantic... to play the roles of Romeo and Juliet, or of Darby and Joan.

In such a crisis, adolescent youth seeks an outlet for his welling emotion in a bit of lacy paper, a red heart or two, a sugary quatrain or sonnet.

But we elderly folk, of twenty and beyond, must find a more lasting and worthy expression of our sentiment.

Fortunately, that's not hard to do. For just 'round the corner is a jeweler, and he

deals in valentines of four dimensions . . . Beauty, Utility, Permanence and Value.

Valentines wrought of gold and silver or set with a precious jewel, valentines not necessarily expensive yet enduring, to be admired and cherished through the years.

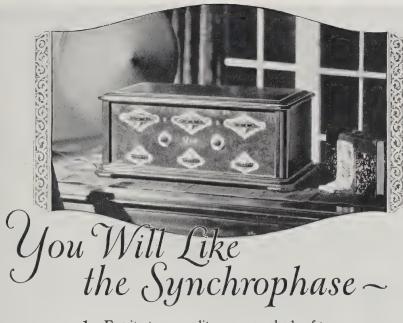
Tokens that link the lovely with the lasting, the precious with the practical ... a ring ... a pin ... perhaps a silver vase ... or best of all, an Elgin watch.

A gift that will serve the minutes and the hours, and survive the decades. A gift, indeed, that will "say it for a lifetime."

ELGIN

THE WATCH WORD FOR ELEGANCE AND EFFICIENCY





- For its tone quality—every shade of tone reproduced, all lisping, adenoidal, artificial sounds eliminated by the Colortone, an exclusive Grebe development.
- For the ease and certainty with which you can get and hold any station without interference from others—due to Binocular Coils and S-L-F Condensers, also exclusive Grebe features.
- 3. For simplicity in operation. The Flexible Unit Control makes it

A One Dial Set

convenient for local reception; or, for finer distance tuning, all dials may be set separately if desired.

Send for Booklet N. Then hear the Synchrophase in comparison with other sets. Cabinet and console models.

A. H. Grebe & Co., Inc., 109 W. 57th St., N. Y.
Factory: Richmond Hill, N. Y.

Western Branch: 443 So. San Pedro St., Los Angeles, Cal.



Reg. U.S. Pat. Off. gives you control of tone quality, independent of the loud speaker.

Colortone



All Grebe apparatus is covered by patents granted and pending.

Binocular Coils

Reg. U. S. Pat. Off.

bring in the desired

station; prevent others from inter-

fering.



One Dial Control

With the Flexible Unit Control, one dial controls all three; or each can be set separately at will.



What may the engaged man give to his fiancée?

THE WHAT, WHEN AND HOW OF REMEMBRANCES . . . DON'T GUESS — ASK YOUR JEWELER

AN engagement ring, of course! But what else, during the engagement period may an engaged man give to his fiancée—with propriety and good taste?

This is one of the many puzzling problems in the delicate and intricate art of proper gift-giving.

Certain kinds of gifts, including all forms of jewelry, the engaged man may bestow upon his bride-to-be as freely as his means and wishes sanction. Other types of gifts, such as wearing apparel or furniture, he cannot give at all, without breaching the canons of approved social practice and good form.

But there are other equally perplexing

questions in the etiquette of gift-giving. What, for example, should a bridegroom give to his best man and ushers before the wedding ceremony? And the bride to her bridesmaids? What are the proper anniversary and seasonal gifts to friends and relatives?

When you have a delicate gift problem to solve—don't guess—go to an expert for authoritative counsel. See your jeweler. He is past-master in the science of gift selection. His consultations are free.

But, today, send the coupon below for the Tiny Treasure Book, a pocket brochure that treats of the What, When and How of Remembrances. A copy is waiting for you.

ELGIN

THE WATCH WORD FOR ELEGANCE AND EFFICIENCY







WAS THE WATCH YOU CARRY NEW...WHEN HANSOMS RULED THE STREETS?

A watch may never lose a second yet be many years slow

The owner of such a watch may never miss a train or an appointment but it is the one false note in his modern makeup, probably the only thing he has that stamps him as a bit old-fashioned, a trifle behind the times. And yet a new and modish Elgin can be had at a moderate sum. Slipped into your pocket, or strapped on your wrist, it will win and hold your affection as no other watch possibly can. For Elgin is conceded to be the world's standard Elgin for watch integrity.

ELGIN



THE WATCH WORD FOR ELEGANCE AND EFFICIENCY



THE WOMAN'S WRIST WATCH, in a case of 14-karat solid white gold, is priced at \$60. THE MAN'S WATCH may be had in a 14-karat gold-filled case of white or green tone.

Sells for \$40.

Your jeweler will show these and other Elgins to you gladly. No other watch is offered in so generous an assortment of styles nor at a price range so liberal



The WONDER of

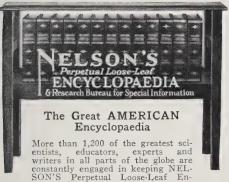
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When President Gifford, of the American Telephone & Telegraph Company, spoke to Secretary Hoover over the long distance telephone in April, 1927, both the voice and the speaker's face were transmitted. A new epoch in communication was thus begun. With

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Straight to the Heart of the East...North Africa

From the Sapphire Mediterranean to the Palm Fringed Sahara... a new Winter Playground

Glamour...old sorceries of the east...haunting exotic fragrances...weird calling cadences of hidden music ...the fierce, wild throb of the tom-toms! Enchantment...lithe dancing girls and close-veiled women... dream-dimgardens, towers and palaces! Mystery...the desert and night swift-shadowed on the billowing tents ...the moon dipping low where the caravans wind!

Kairouan ... Biskra ... Timimoun ... Marrakech ... names of utter romance! Far-spread cities of delight linked together with the modern magic of swift motor cars and miles of smooth roads. And the forty-one famous Transatlantique hotels... marvels of Parisian luxury in the very midst of age-old splendours. ... 57 days ... a de luxe itinerary... including all expenses ... Mediterranean crossing ... hotels ... private automobile ... \$1750. ... Of course, shorter trips, too ... perhaps a 10-day tour for \$200.

First—six enchanting days crossing the Atlantic... all the way, the sparkling, joyous Parisian atmosphere ... that perfect French cuisine and service... calling first at Plymouth, England... then Le Havre de Paris. Overnight the Riviera. A day across the Mediterranean... the mosques and minarets of North Africa.

French Line

Information from any French Line Agent or Tourist Office, or write direct to 19 State Street, New York City



Strange, new, enchanting. Days of keen delight in the ancient East. Japan, China, the Philippines are filled with adventure unlike that in

any other section of the world.
Go nowaboard palatial President
Liners, broad of beam, steady and
comfortable. Outside rooms with
beds, not berths. Luxurious public
rooms. A world famous cuisine.

And attractive, roundtrip fares that include your accommodations and meals aboard ship.

\$600 Yokohama and Return. Sail from Seattle, returning via Honolulu to San Francisco. Or reverse the itinerary.

\$692 Shanghai and Return. Sail from San Francisco via Honolulu, Yokohamaand Kobe, returning direct from Yokohama to Seattle. Or reverse the itinerary.

\$750 Manila and Return. Sail from Seattle via Yokohama, Kobe, Shanghai and Hong Kong, returning through the same ports and via Honolulu to San Francisco. Or reverse the itinerary.

Liberal stopovers of one week, two weeks or longer at any port.

Every two weeks an American Mail Liner sails from Seattle for Japan, China and Manila.

Every week a Dollar Liner sails from Los Angeles and San Francisco forthe Orient (via Honolulu) and Round the World. Fortnightly sailings from Boston and New York for the Orient via Havana, Panama and California.

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American Mail Line Dollar Steamship Line

32 Broadway 604 Fifth Ave. & 25 Broadway 1018 Bessemer Bldg. 177 State Street Robert Dollar Bldg. New York
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From the highest musical note in nature, to the deepest—

Amplion reproduces the whole scale—perfectly

AMPLION Cone superiority lies in its clear reproduction of speech—this is the supreme test of radio reproducers, especially the Cone type.

The Amplion Cone is enclosed in a handsome mahogany cabinet, 14"x14" x9". No matter what set you may use, the Amplion Cone will help it to give you its best performance.

The secret of the supremacy of Amplion reproduction lies in the matchless Amplion unit. This is an integral part of all Amplion models; Cone, Patrician (air column), Dragon (horn type) or phonograph unit.

Amplion Standard Phonograph Unit Model AR 67 . \$12 Can be attached to any make of phonograph



The world-famous Amplion Dragon is used in radio test laboratories as a standard of comparison, wherever radio is broadcast.

Amplion reproducers range from \$12 to \$50.

Have your dealer give you a demonstration or write for illustrated Amplion booklet which describes all models.







THE AMPLION CORPORATION OF AMERICA Suite G, 280 Madison Ave. New York City

The Amplion Corporation of Canada Ltd.



-fairyland of C sunshine & flowers

BUNGALOWS almost hidden by roses—avenues festooned with pepper trees—boulevards palm-lined—every day like a Spring morning. There's no winter cold in San Diego!

San Diego, California's birthplace, is a busy harbor city docking ships of all nations, yet its quiet bays and silver beaches are havens of rest and recreation. Here temperature varies only 130 between January and July. Here flower gardens are a gorgeous year-round delight!

Here, with rod or gun, bathing suit or yachting togs, each day brings new happiness. You may motor, or sail, or ride horseback to a hundred nearby resorts. Sea bathing, aquaplaning, hunting, golf, polo, tennis, etc., are always in season.' With mountains, lakes, valleys, ocean and miles of glorious beaches to choose from, San Diego is California's all-year paradise.

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Mail the coupon below and let us send you a beautifully illustrated booklet free.



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604-C Chamber of Commerce Bldg., San Diego, Calif. GENTLEMEN: Please send me, free, your fascinating story of San Diego, California

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Winter Long!

Warm, sunny days! Average winter temperature 65 degrees! Sunshine 360 days a year! That's why you can play outdoors every day in the Sunshine City. And there is something to do on every sunny day—golf, tennis, roque, lawn bowling, boating, bathing, fishing, and the like. Greatly increased accommodations. For booklet address: A. E.O'Connor, Chamber

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Only well grown stock reaches
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Catalog. It's free.

THE COLE NURSERY COMPANY PAINESVILLE, OHIO Established 1881





There's real joy in roses—sturdy "Star" roses that bloom from May till frost. Our "Star Guide to Good Roses," 100 pages, profusely illustrated in color, tells all about the only guaranteed roses. A new 32-page booklet, "Success with Roses," makes rose growing easy. Worth dollars, costs only 25c—which is refunded on your first "Star" purchase. Send 25c for "Success"; "Star Guide" FREE. Write today!

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Box 8 West Grove. Pa.

Guaranteed to bloom



How Much Does Gas Heating Cost?

 $T^{\mbox{\scriptsize HE high cost of gas heating}}$ is often a myth!

If you compare the annual dollar and cents cost of Bryant Gas Heating with the costs of coal or oil—considering fuel cost, labor of furnace tending and handling ashes for coal; and including the cost of gas pilot lights, electricity and depreciation of burner equipment for oil—gas heating is generally not a great deal more expensive. Many gas companies have granted special low rates for house heating, and where such rates are effective the cost of this carefree luxury is rarely beyond the reach of most home owners. In some cases the actual dollars and cents cost of gas will be below the all-over cost of either coal or oil heating.

Judged by standards of comfort, cleanliness and convenience, no heating method offers such outstanding heating value as gas.

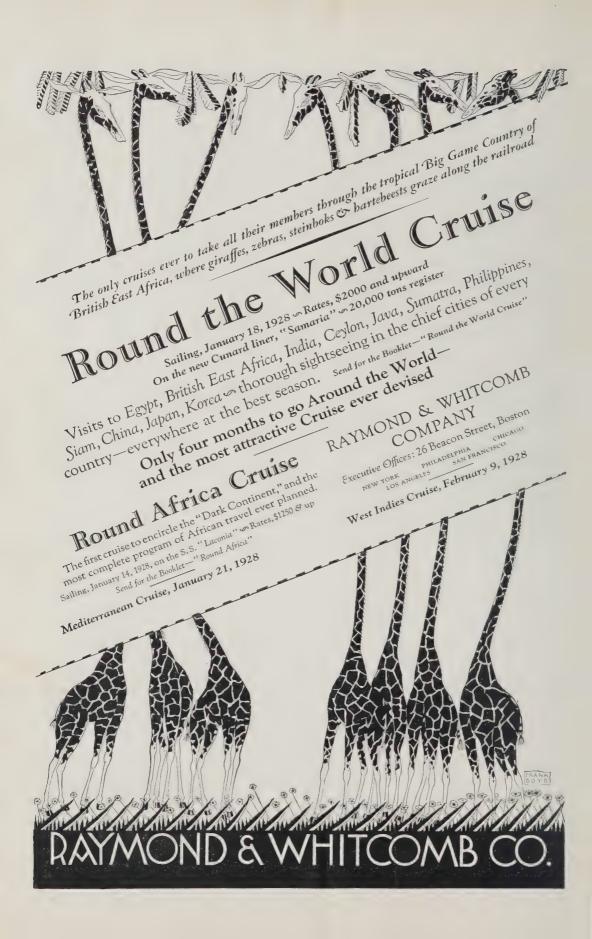
With a Bryant Gas Heating Plant the cares

and bothers of furnace tending are banished forever. There is no stoking, nor shoveling of ashes, nor drafts to adjust—the only work you have to do is strike a match the first chilly day in the Fall. A Bryant requires "no more care or attention than a pup can give it."

Of course the gas rate and type of gas furnished by your local gas company, the construction of your house, and coldness of the winter in your community all have a bearing on the cost of Bryant Gas Heating. Just what this cost will be for your home can be closely estimated by a good gas heating engineer.

Any of the 32 Bryant offices will gladly have an accurate estimate prepared—without charge, of course. Call your local Bryant office, if one is listed in your 'phone book, or write to us at Cleveland. If, in the meantime, you would like more complete details of this carefree heating service, write for a copy of the booklet, "Let the Pup be your Furnace Man."

THE BRYANT HEATER & MFG. CO., 17828 St. Clair Ave., CLEVELAND, OHIO





Cabinets by BERKEY & GAY



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles. This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . Result: every tone is reproduced—as it is played.

Anew World of Music



NEW music instrument, the BALKITE SYMPHION, plays both broadcasted and recorded music tonally com-

plete, with the long-sought overtones and subnotes.

Both the phonograph and the radio have captured the general public. But there has always been a special public—musicians and music connoisseurs who have not been satisfied.

Their attitude has been that reproduced music leaves out certain notes in the upper and lower register, and esthetically important overtones.

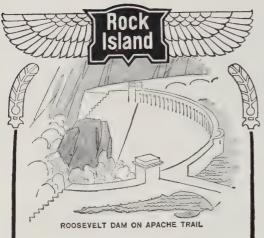
This is the attitude of extreme fastidiousness. Yet this attitude has constituted a challenge to radio and its marvelous achievement.

The Balkite Symphion meets this challenge. It is radio for the musician and the music connoisseur. It is tonally complete, and with the long-sought subnotes and overtones. The same thing is true of the Symphion playing recorded music or music over the air; absolute fidelity.

Ask your dealer to play Schubert's Unfinished Symphony for you—its purity of melodic form requires perfect fidelity in reproduction; you will find that the Symphion gives this perfect fidelity. Then ask for music over the air. It will be played in the same tonally complete manner.

The cabinets are by Berkey & Gay. Let your dealer demonstrate their beauty in your home, as well as the marvellous quality of Symphion music. Fansteel Products Company, Inc., North Chicago, Ill.





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GOLDEN STATE

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● Only main line from Chicago through Tucson, Chandler, Phoenix, Indio, Palm Springs and other attractive resorts of the picturesque Southwest — where luxurious hotels, comfortable ranch houses and playgrounds of every description offer rest and recreation in a land steeped in sunshine and color.

¶Direct low altitude way. 63 hours to Los Angeles. Shortest and quickest to San Diego.

¶Rock Island-Southern Pacific through service includes other fine fast trains, notably the Apache —same delightful route.

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THE ROAD OF UNUSUAL SERVICE

For further information, mail this coupon	456
Rock Island Vacation Travel Service Bureau,	
725 La Salle St. Station, Chicago, Ill.	
Please send me booklets about California and	
scenes en route; also full information regarding	

Name-

Address



"W-W-What's the Matter?"

NFORTUNATE is he who sallies forth in formal attire with an error glaring from his vest or bosom. Unconciously he becomes the cynosure of cynical eyes. He is unaware that the only correct form is matched links, studs and vest buttons. One style of stud and another style of vest button is almost pathetic to a lot of people who know. Furthermore, for full dress, convention prescribes white mother-of-pearl; for tuxedoeither black enamel or smoked mother-of-pearl. ¶Krementz Evening Jewelry for full dress and tuxedo is sold in sets that are socially correct. Studs, vest buttons and links are matched, as they must be. Designs are good-looking and stylish; the

quality, that which has made the name "Krementz" synonomous with the best in its field. ¶At your jeweler's,



KREMENTZ & CO. Newark, N. J.

No. 2082—Full Dress Set. White mother-ofpearl centers; Krementz Quality white metal rims. Complete, 87.50. Other sets to 850.

Krem	ent3
CORRECT	EVENING
JEWELRY	FOR MEN







A cabinet of rare beauty encloses this superb instrument, masterpiece of the world's greatest radio engineers. The famous RCA Super-Heterodyne—finest achievement in radio design—now made a still more wonderful instrument, with the new simplified A.C. electric operation, and with the new RCA Dynamic Speaker—the reproducer without a peer. Fidelity of tone over the entire musical range such as has never before been known in radio.

\$375 (less Radiotrons).

Buy with confidence



where you see this sign

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO



RCA
LOUDSPEAKER 103
De luxe model of the famous 100A. The new design and tapestry covering make it highly decorative. \$37.50.



RCA RADIOLA 60—Beautifully designed table model of new Radiola Super-Heterodyne with A. C. electric operation. Single control with illuminated dial. Two-toned walnut veneered cabinet. An instrument of wonderful musical range and tone fidelity. \$175 (less Radiotrons).

Health is something to be thankful for



THE best thing about the goodies that come out of a General Electric Refrigerator is that they're always healthfully fresh. This quiet, automatic refrigerator maintains the scientifically correct temperature that checks the growth of bacteria.

For this perfect refrigeration, food must be kept at a temperature *below* 50 degrees—always. Kitchens are almost as warm in winter as they are in summer. That's why correct refrigeration is recognized to be a vital year-round necessity.

The General Electric Refrigerator, perfected after fifteen years of development, is different from all others. It is actually "years ahead" in design. All the mechanism is up on top, sealed in an air-tight steel casing. It is so completely automatic that you never even have to oil it! And it is particularly easy to keep clean.

General Electric Refrigerators are guaranteed for perfect refrigeration—quiet, automatic and economical. If you would like further details, just drop us a card for a new completely descriptive Booklet R-11.

GENERAL SELECTRIC Refrigerator

"Makes it Safe to be Hungry"

SIFIX ER RADIO'S GREATEST VALUE . WAMIC NACONE NEW

TUBE · A C · Electric · GEMBOX · \$65

1928 Features

Pew radios at ANY PRICE combine ALL these features which are essential to tothese



Gosley Radios tune efficiently Crosley Neutrodyne circuit is sharp, sen-sitive and selective. Distant stations are easily found. Local stations tune without squealing

外型型心的型态

Crosley Radios are shielded Each element shielded from each other provides maximum selectivity and is featured in the most expensive sets.

Crosley Radios are selective
In crowded districts where many local stations fill the air you find means of listening to ONE at a time.



Volume may be increased to tremend-ous proportions with-out distortion. @_10 N

The s Crosley Radios can be softened to a whisper A positive volume control enables operator to cut any program down to faint and scarely audible reception. when college stars

Crosley radio sets have always been good sets. In them the public always got the utmost value. They have always been sold on a very close margin of profit in order to keep the price low. This margin does not permit extensive advertising as is possible with other radios.

Crosley radio is well advertised but not extravagantly. The growth of The Crosley Radio Corporation is due more to word of mouth by satisfied users than prodigious claims in printers'

Last winter Crosley was first to announce that the place to buy radio is in the home, first to en-courage demonstration in the home, first to give the public an

the fastest

selling mag-netic loud

give the public an opportunity to try, test and compare before buying. The growth of Crosley sales since that time has been phenomenal. The first six months of 1928 showed sales almost four times
The Improved greater than any preceding year, be-cause Crosley sets MUSICONE demonstrated

the home in com-parison with other speaker at \$15 sets immediately

proved themselves to be the greatest value in the radio world. Crosley dealers do not fear competitive demonstrations in any prospect's home—they encourage them. Satisfied customers are the greatest asset Crosley can have.

The Crosley Dynacone—a dynamic power speaker at \$25, available for all Crosley models—introduces for the FIRST time in the popular priced field power, volume, depth of tone and rich reproduction never before believed possible. Immediately Crosley radio became comparable Crosley radio became comparable to the highest priced receivers on the market. Crosley radio with DYNACONE gives an entirely new conception of radio.

Crosley sweeps the field! Crosley outsells ANY radio on the market today! Crosley's 5 DAY FREE TRIAL OFFER is closely INTEE TRIAL OFFER is closely imitated, but be sure you TEST and TRY a Crosley set against ANY OTHER. Such direct comparison is eye opening, for the superior Crosley receivers with this new wonder power speaker give an amazing performance.

THE CROSLEY RADIO CORP.

POWEL CROSLEY, Jr., Pres., Cincinnati, Ohio

Montana, Wyoming. Colorado, New Mexico and West prices slightly higher Crosley prices do not include

8 tube AC Electric SHOWBOX \$80

Genuine neutrodyne 3 stages radio amplification, detector, 2 stages audio (last one being two 171 push-pull power tubes) and 280 rectifier.



6 tube Battery Operated BANDBOX \$55

BANDBOX \$55

The Bandbox is the ideal radio for places where electric current is not available for AC receivers. Genuine Neutrodyne, housed in a beautiful gold highlighted case. This receiver can be converted for use from the power lines by means of a suitable power supply unit,



5 tube Dry Cell Operated BANDBOX JR., \$35

Uses 199 tubes with 120 power output tube. Ideal set where recharging of storage battery is inconvenient. Uses type D Musicone for speaker.

You're there with a Crosley" The Crosley Radio Cincinnati, Ohio Dept. 74

Please send me literature about
ful DYNACONE. _Battery Operated Radio___ DC Radio_____5 DAY FREE TRIAL IN MY HOME_



Like a Private Cruise Round the World

Go Round the World as you please. Make your own itinerary. Stop where you like as long as you like.

There are twenty-two ports. Visit each during the ship's stay or stopover and visit it at your leisure. Like a cruise on a private yacht. From Los Angeles, San Francisco, Honolulu,

From Los Angeles, San Francisco, Honolulu, Yokohama, Kobe, Shanghai and Hong Kong, a liner sails every week. From Manila, Singapore, Penang, Colombo, Suez, Port Said, Alexandria, Naples, Genoa, Marseilles there are fortnightly sailings.

Your ticket permits two years for the circuit of the world. And for as little as \$1250 you may go Round the World in this leisurely way with your transportation, meals and accommodations aboard the ship included in the fare.

Magnificent President Liners. Spacious decks, enclosed in glass. Outside rooms with beds, not berths. Large public rooms. A world famous cuisine.

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Fortnightly sailings from New York for Havana, Panama, California and the Orient. Fortnightly sailings from Naples, Genoa and Marseilles for New York.

A similar service returning from the Orient to Seattle, San Francisco and Los Angeles.

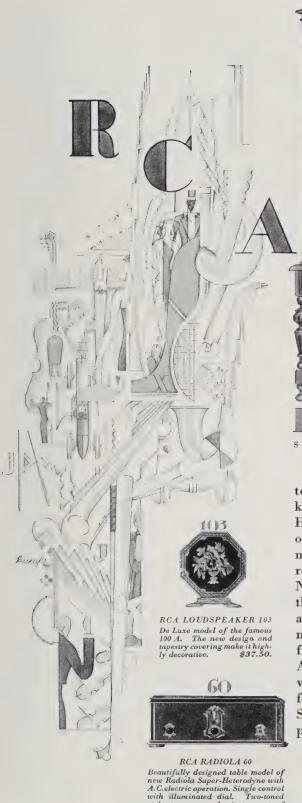
COMPLETE INFORMATION FROM ANY STEAMSHIP OR RAILROAD TICKET AGENT OR

American Mail Line Dollar Steamship Line

25 AND 32 BROADWAY, NEW YORK 604 FIFTH AVE., NEW YORK, N. Y. 210 SO. SIXTEENTH ST., PHILADELPHIA UNION TRUST BLDG. ARCADE, CLEVELAND 177 S T A T E S T., BOSTON, MASS. 514 W. SIXTH ST., LOS ANGELES, CALIF. ROBERT DOLLAR BLDG., SAN FRANCISCO



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152 BROADWAY, PORTLAND, OREGON
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4TH AT UNIVERSITY, SEATTLE, WASH.



SUPER - HETERODYNE

Musical range and fidelity of tone such as have never before been known make this new Radiola Super-Heterodyne 64 the finest achievement of modern radio. It is a musical instrument of amazing capacity, range and realism.

Nothing has ever been designed to equal the performance of the super-selective and sensitive Super-Heterodyne—and now this wonderful receiver has been further refined. It has the new simplified A.C. electric operation, special automatic volume control, additional Radiotrons for volume, and the new RCA Dynamic Speaker—the incomparable of radio reproducing instruments.

\$550 (less Radiotrons.)

Buy with confidence



where you see this sign

RADIO CORPORATION OF AMERICA New York · Chicago · San Francisco

with illuminated dial. Two-toned walnut veneer. An instrument of wonderful musical range and tone fidelity. \$175 (less Radiotrons).

Just Sign Here.



GENTLEMEN:

Palmolive Shaving Cream embodies the four great essentials 1,000 men told us they wanted in a shaving cream, plus a fifth, which we added.

Its success is a sensation. Men are flocking to

it by the thousands.

We believe it will give you shaving comforts unknown to you before. That it will surpass your present method of shaving in five important ways.

In your interest and in ours, let us send you a 10-day tube to try. We know we can win you in this way. 85% of its present users thus were won from other preparations.

Five Advantages

- 1. Multiplies itself in lather 250 times.
- Softens the beard in one minute.
 Maintains its creamy fullness for 10 minutes on the face
 4. Strong bubbles hold the hairs erect for cutting.
 5. Fine after-effects due to palm and olive oil content.

We're the makers of Palmolive Soap, as you know. Thus 65 years of soap study stands back of this creation. We made up and discarded 129 formulas before venturing it on the market.

Just send coupon

Your present method may suit you well. But still there may be a better one. This test may mean much to you in comfort. Send the coupon before you forget.

PALMOLIVE RADIO HOUR—Broadcast every Wednesday night—from 9:30 to 10:30 p. m., eastern time; 8:30 to 9:30 p. m., central time—over station WEAF and 32 stations associated with The National Broadcasting Com-

10 SHAVES FREE

and a can of Palmolive After Shaving Talc

Simply insert your name and address and mail to Dept. B-1564, Palmolive, 3702 Iron St., Chicago, Ill. Residents of Wisconsin should address Palmolive, Milwaukee, Wis.

(Please print your name and address)



Too Late for a Krementz Band!



DON'T accuse Junior of culpable negligence when the graduation gift tail-spins to ruin. No wrist watch is safe that trusts its life to the ordinary buckle-strap. That's why Krementz Wrist Watch Bands are taking so big. There is no buckle! Instead there is a trim metal casing that holds three expanding links. Opened, the strap forms a loop that slips on or off -over the hand-or up on the forearm when washing the hands. Thus the horror of dropping the treasured time-piece is gone for-

In Krementz Quality Rolled Gold Plate, Krementz Wrist Watch Bands are offered fitted with leather at \$7.50; with flexible Milanaise Mesh, \$12.50 and \$15.00. Your jeweler also has them in solid 14 kt. or 18 kt. white, yellow or green gold and in solid platinum. Write us for name of nearest jeweler.

KREMENTZ & CO., Newark, N. J.



When completely expanded there is ample allowance for free passage over hand or up on forearm.

Krement

RIST WATCH BAND

Replace your old radio/ Seven and a half million sets now obsolete

1928 Features

Few radios AT ANY PRICE combine ALL of these features which are absolutely essential to today's new reception



Grosley Radios tune efficiently

Crosley Neutrodyne circuit is sharp, sensitive and selective. Distant stations are easily found. Local stations tune without squealing.



Crosley Radios are shielded Each element shielded from each other provides maximum selectivity and is featured in the most expensively made sets.



Crosley Radios

are very selective on crowded districts where tany local stations fill the ir you find in Crosley idio a means of listening of ONE at a time.



Radios have great volume Volume may be increased to tremendous proportions without distortion. This provides plenty of volume for power speakers.



Crosley Radios can be

softened to a whisper
A positive volume control
enables operator to cut any
program down to faint and
scarcely audible reception.

Crosley Radios have illuminated dials



Five Days' Free Trial in Your Own Home

Crosley originated the idea of a national policy of home demonstration. Compare a Crosley radio set with any other and you will choose the Crosley.

If you have electric current in your home, your set should be a modern AC electric receiver. A converted battery set is out of date. If you pay more than \$65 for a radio set, it should have two 171 output tubes, push-pull instead of one, eight tubes instead of seven. To be up-to-date, your new radio set should be designed to take and supply the current for a power or dynamic type of speaker. Crosley sets are so designed. Other sets designed for power speaker use are much more costly. Your set should be completely shielded and incorporate the highly sensitive, genuine, neutrodyne circuit. It should have a modern illuminated dial. An examination of Crosley radio sets will show you many other modern exclusive features.

\$25.00 New Dynamic Dynacone Amazing Speaker

The Dynacone is a new revolutionary speaker at a price less than many good magnetic speakers. Crosley manufac-turing speed and straight-line methods permit the extremely low price.

Why Pay More Than Crosley Prices?

We urge you to listen to a Crosley radio set, try it, put it to any test you can think of. No sets that approximate Crosley prices can compare in performance. Why pay a high price for a set that can compare favorably with Crosley?

Six Tube Gembox AC Electric, \$65.00

Self-contained AC electric receiver. It utilizes two radio, detector, two audio and a rectifier tube—171 power output tube. Designed for use with the new Crosley Dynamic power speaker.

1928's greatest radio



8 tube SHOWBOX \$80

AC Electric
Genuine Neutrodyne, Newly
perfected audio frequency
system creates marvelous
tone quality, Modern
illuminated dial.



8 tube JEWELBOX \$95

AC Electric
Genuine Neutrodyne.
Shielded coils, modern
illuminated dial, highly selective and powerful.



6 tube BANDBOX \$55

Battery Type Receiver
An improved model of the
1927 receiver that led the
world to better radio.
Genuine Neutrodyne—every
modern fitting and refinement, including illuminated
dial



5tubeBANDBOX Jr.\$35

Dry Cell Receiver Operates entirely from dry cells and is especially de-signed where no electric current is available.



Improved MUSICONE \$15

The outstanding Magnetic type speaker available, still maintaining its leadership, today, as from its inception in 1925. Improved, it is without question the greatest speaker value you can find.



The Crosley Radio Corporation

Powel Crosley, Jr., Pres. Cincinnati.Ohio.

Montana. Wyoming. Cotorado, New Mexico and West, prices stightly higher.

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Please let me try receiver and proper speaker, I have checked, in my own home without obligation for 5 days.

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BANDBOX BANDBOX BANDBOX JR.

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with Crosley Dynamic DYNACONE built in, and the new Crosley 6 tube AC Electric GEMBOX installed—ready to attach to your antenna, with nothing more to buy but tubes, is now being featured by Crosley dealers at \$115.

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No other radio value can compare! The console is a genuine SHOWERS CABINET
which has been endorsed by Powel Crosley, Jr., as ideally designed and built for Crosley Radio. Showers Brothers, largest furniture manufacturers in the world, can naturally build most economically and their straight-line production savings are as evident in this value as Crosley's are in theirs.

other models at \$50, \$70 and \$84 are gems of the cabinetmaker's art and can be seen at all Crosley dealers. If you cannot locate, send the coupon.

Prices, Denver and West, 10% Higher

SHOWERS RADIO

SHOWERS BROS. CO., Bloomington, Ind. Dept. 74.

Address_ Please arrange
with Crosley dealer
to allow me FREE TRIAL
of above console in my own
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literature of fine furniture suites
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DINING ROOM

MITCHEN CABINET

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To the people of AMERICA

OR centuries the glamour of romance has obscured the basic wealth of an inherently great state. Florida, the "Land of Flowers," named and claimed by Spanish explorers, achieving destiny under five flags, emerged from its chrysalis a world-famous playground. Now a migratory million, responding to the beckoning call of Florida's sunshine, claim winter comfort, happiness and health in North America's own sub-tropics.

Now a new era dawns. America's "last frontier" has passed—converted through vision and energy into a region where youth and maturity alike are challenged to carve a new and greater destiny with the raw materials Nature has placed at hand. Now the business man, the industrialist, the financier, the scientist, the teacher, the tiller of the soil, finds new phases of commerce impending, new industries gaining a substantial foothold, and millions of acres of virgin soil awaiting the plow in a state already famous as one of the world's great garden spots.

The blessed comfort Florida offers seekers of health and sunshine will remain always. But through a searching survey authorized and recently completed by the State, new and basic facts about Florida industries, commerce, agriculture, community resources, recreation and sports facilities, health and climatic benefits, are available to you.

Management Know Florida and its opportunities. Your questions are invited.

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Subject

Name

The Truth About Dull Film on Teeth

As viewed by the foremost dental authority of the day

Now leading opinion lays to film many serious tooth and gum disorders, as well as dull, "off-color" teeth. Remove it by this special film-removing dentifrice dentists urge

WHAT robs teeth of ivory brightness? What makes them more discolored one time than another?

And why, when looking their worst, do teeth decay more rapidly, why do gums grow sore and sensitive?

These questions dentists answer in three words—"film on teeth." What film is, how it acts, are told below.

To combat it successfully where ordinary brushing methods fail, a *special film-removing* dentifrice is used, called Pepsodent.

Look for FILM this way

Run your tongue across the teeth. If you feel a slippery, slimy coating—that is film. An ever-present, ever-forming evil in your mouth.

It clings tightly to teeth and defies all ordinary ways



of brushing. It gets into crevices and stays. It absorbs stains from food and smoking and turns teeth dull and gray.

Germs by the millions breed in film, and germs with tartar—a prolonged film deposit—are the chief cause of pyorrhea.

Film invites the acids of decay.

And you may remember that before this special film-removing method the prevalence of dental troubles was alarmingly on the increase.

Now film removed new way

Film cannot resist brushing the way it did before. Pepsodent first acts to curdle film. Then to remove it in gentle safety to enamel.

This recent scientific way is the greatest step made in a half century's study of tooth-cleansing methods. Its results are seen on every hand.

Fights decay—firms gums

Other new-day agents in Pepsodent increase the alkalinity of saliva. They neutralize food starch from fermenting and forming acids of decay.

Still other properties firm the

Thus, Pepsodent answers fully the requirements of the dental



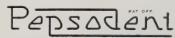
Dentists know the secret of dazzling white smiles. "Keep dull film off your teeth," they say. That's why the use of Pepsodent, the special film-removing dentifrice, is so widespread today.

profession of today. That's why it is accepted among dentists of 58 nations.

Between your dentist, and Pepsodent used twice a day, you obtain the ultimate in tooth and gum care as modern dental science knows it.

Get a large tube at your druggist's. Or write to nearest address below for a free 10-day tube to try.

The Pepsodent Co., 1104 S. Wabash Ave., Chicago, Ill., U. S. A.; 191 George St., Toronto 2, Ont., Can.; 42 Southwark Bridge Road, London, S. E. 1, Eng.; (Australia), Ltd., 72 Wentworth Ave., Sydney, N. S. W.



The Quality Dentifrice-Removes Film from Teeth



MAKE SOMEBODY'S CHRISTMAS happier with the gift of clearer, richer, sweeter music, finer radio reception and a new radio experience. The Kingston B Current Supply Unit is a gift that renews itself every day of the year. With the Kingston you are free from B Batteries, and your set is always at its perfection peak. Beautifully and expertly built, smartly finished in satin black, the Kingston has three different voltage terminals, each adjustable over a wide range, making possible any desired voltage from 5 to 200, while a fourth variable voltage can easily be had by connecting a separate variable resistor to one of the terminals. Size: 9 inches long, 8½ inches high, 5¼ inches wide. If your dealer can't supply you, write us.

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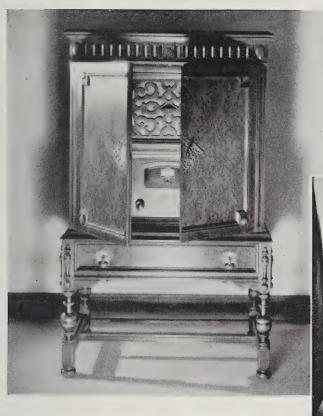
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RADIO or recorded music at the turn of a switch... SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles... This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum... Result: every tone is reproduced—as it is played.



MUSIC

for Music Connoisseurs

NEW music instrument, the BALKITE SYMPHION, plays both broadcast and recorded music tonally complete, with the long-sought overtones and subnotes . . .

Both the phonograph and the radio have captured the general public. But there has always been a special public—musicians and music connoisseurs who have not been satisfied.

Their attitude has been that reproduced music leaves out certain notes in the upper and lower register, and esthetically important overtones.

This is the attitude of extreme fastidiousness. Yet this attitude has constituted a challenge to radio and its marvelous achievement.

The Balkite Symphion meets this challenge. It is radio for the musician and the music connoisseur. It is tonally complete, and with the long-sought sub-

notes and overtones. The same thing is true of the Symphion playing recorded music or music over the air; absolute fidelity.

Ask your dealer to play Schubert's Unfinished Symphony for you—its purity of melodic form requires perfect fidelity in reproduction; you will find that the Symphion gives this perfect fidelity. Then ask for music over the air. It will be played in the same tonally complete manner.

The cabinets are by Berkey & Gay. Let your dealer demonstrate their beauty in your home, as well as the marvellous quality of Symphion music. Fansteel Products Company, Inc., North Chicago, Ill.



Symphion

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There'd be comfort in

Every Corner

You can make no greater comfort investment than a Chamberlin Weather Strip installation. The cost is within the reach of every home yet the benefits are actually astonishing, 20 to 40% in fuel saving, to say nothing of comfort. You may have wondered why your home is draughty-warm in one spot, cold in another. The answer is obvious. Around every unweatherstripped window there are cracks equivalent to a hole the size of a brick. The wind drives the cold air through these cracks, causing draughts and general discomfort and making it necessary for you to frequently force the furnace to maintain a proper tempera-This condition can only be remedied by effective weather stripping. Yet to obtain effective results it demands the best weather strips and the best installation service that human ability can provide. For a possible small difference in price, therefore, you can't afford to deprive yourself of Chamberlin protection. Have real comfort this winter by having

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This Tiny New Aid Gives Close Approach To Normal Hearing

To you who have felt the rising tide

To you wan have feit the rising the of deafness sweeping you out of new discovery of three German scientists who have devoted a lifetime to the relief of deafness, is help of the kind you've looked for—a hearing aid so tiny and inconspicuous that people you meet seldom notice it, and so efficient, so natural in tone that the world of hearing will to a surprising degree again be yours. No need now for anyone—unless hopelessly deaf—to miss the enjoyment of hearing, or to wear clumsy, unsightly devices.

THE NEW = Universotone :

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The Universotone possesses a remarkable adaptability to sounds of varying intensity, both near and distant. With it you are enabled to hear conversation, music, sermons, etc., clearly, without buzzing or static.

The compact little instrument weighs but a few ounces and is worn concealed in the clothing. Nothing shows but the tiny earpiece and cord. (See photos.) Write today for valuable circular and details of our special home trial offer. Address Dept. 112, American Phonophor Corporation, 19 West 44th Street, New York City.

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UR HOME BUDGET SHEET is designed to cover one month's record of income and outgo.

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Please send me FREE copy of the John Hancock Home Budget Sheet. (I enclose 2c. to cover postage.)

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OVER SIXTY-FIVE YEARS IN BUSINESS

NEW Radio Discovery

Scientists agree that Neutrodyne produces the purest radio tone. Philco engineers have found the way to combine Neutrodyne with superpower. The result: perfect tone quality PLUS vast distance range and extraordinary selectivity—a combination new to radio.

The new Philco Radio is all-electric—entirely dry. No aerial is needed for local and many distant stations. Special Range Control cuts out local interference and separates distant stations. Electric phonograph connection on dial plate. Philco Book describes many other features. Send Coupon.



COLOR

In response to the modern trend, cabinets in color. A choice of five two-tone effects to suit the conservative as well as colorful room. Also exquisite Louis XVI furniture models.



The Philco Speaker

Reproduces the entire musical range from soprano to bass. The combination of Philco Radio and Speaker produces a range, depth and fidelity of tone which is new to radio. The CONSOLE GRAND SPEAKER, with specially designed tone chamber, gives amazing emphasis to this life-like quality.

FREETRIAL

In Your Own Home

Any Philco dealer will send the Philco Electric Radio to your home on free trial. Judge for yourself its flawless reproduction, its amazing selectivity, its uncanny power in getting distant stations even in the daytime. Your word decides—no obligation.

Easy Payments. If satisfied after trial, the Philco dealer offers easy, monthly payment terms. The exquisite Philco console cabinets are offered at surprisingly moderate prices. And the table cabinets in color at popular prices!

Trade In Your Old Radio. Don't be content any longer with inferior reception or an old-fashioned, troublesome set. Philco dealers offer a liberal trade-in allowance for your old radio.

Call-Look-Hear

Visit the Philco dealer in your neighborhood; see the exquisite Philco models; hear what Neutrodyne-Plus adds to radio; ask about his Free Trial, Easy Payment, Trade-In Offer.

Free Radio Book-SEND COUPON

Shows all Philco models in color; tells about Neutrodyne-Plus; gives details of our national offer. The book is free—Send Coupon!

PHILCO RADIO

The Philadelphia Storage Battery Company General Offices: Ontario and C Streets, Philadelphia—Dept. 2887 In Canada: Phileo Products, Ltd., Queen's Quay, Toronto Philadelphia Storage Battery Co. Dept. 2887 Ontario and C Streets, Philadelphia, Pa.

Please send me, free, the Phileo Radio Book; also details of your Free Trial, Easy Payment, Trade-In Offer.

Name_____

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Give your eyes a front row seat. See for yourself all close decisions. These Sport Glasses focus instantly. Powerful. Clear. Brilliant illumination. No eye strain. Unusual magnification covering a field of 84 ft. at 100 yds. Less than two in. high. Fit into pocket or purse. Easily carried at sporting events, travel, theatre, motoring. At leading Optical Stores. Send for booklet.

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IN making fine custom saddles for western cowboys we buy the choicest, thickest, solid leather. A friend asked us to make from it a special toilet case. Others saw it...fell in love with it. Now we sell the Hamley Kit everywhere. Sent postpaid. Money back if you say so! Hamley & Co., Saddle Makers, Pendleton, Oregon.

The HAMIF



MEDIUM SIZE 9x41x21 \$6.00

LARGE SIZE



Surmounting Barriers—Neither winter snows, nor impassable roads, nor sickness itself can bar you from contact with world events. Whatever the reason for your isolation, a Grebe Synchrophase Seven bridges the gap, bringing you concerts, sermons, lectures, music, sporting events, in such clear, full, life-like fashion that you are one of the audience. You forget it's radio.

The Synchrophase Seven, especially when combined with the

Grebe Natural Speaker, is unrivaled in naturalness of tone. It is easy to operate, exceptionally pleasing to look at. The durability of its many superior qualities is assured by that sound construction

which, for nineteen years, has been a synonym for the name "Grebe."

Grebe Synchrophase Seven, \$135; Grebe Natural Speaker, \$35. Send for Booklet N. Then have a Grebe dealer prove, in your home, that you can "get it better with a Grebe."



A. H. Grebe & Company, Inc., 109 West 57th Street, New York City Factory: Richmond Hill, N.Y. Western Branch: 448 S. San Pedro St., Los Angeles, Cal. Makers of quality radio since 1909

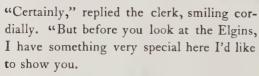
USING FINE OLD AMERICAN NAMES

TO SELL WATCHES

OF UNCERTAIN PARENTAGE

A man stepped up to the watch counter and addressed the clerk.

"I see you are advertising *Elgin* watches at special prices," he said, exhibiting a large display ad, torn from the morning paper. "I'd like to look at them."



"You know," continued the clerk with a confidential air, "we don't always advertise our best bargains. You came in just at the right time.

"For here's a new lot of very choice watches ... elegant values ... which will certainly give you a thrill. Look at this one ..." And so forth,

Fortunately, the merchant who baits his trade by advertising fictitious sales of well-known American products is not so numerous as he was. But he still exists. So in public interest, as well as in behalf of the reputable jewelers of America, we are publishing this page to let in a little light on his methods.

His plan is simple. He picks out some nationally respected product like the Elgin watch and advertises it at a price on which he could not possibly make a profit.



Customers calling to buy these Elgins are induced by high pressure salesmanship to switch to a watch of uncertain parentage and one that pays this jeweler an abnormal profit. This dealer seldom intends to really make good on his special Elgin price, unless absolutely forced to. He

simply uses a fine old American name in connection with "bait price" to bring you to his store.

As we said, there are not many of these black sheep in the jewelry fold today. For the American jeweler has done more than his share to pioneer the high-planed policies of fair and honorable dealing that now dominate American business.

But still, he will get in, here and there. And to help the jewelers of America get rid of him, or to persuade him to change his methods, we are publishing this page.

His conversion is up to you . . . the buyer. And the help you can give, while very simple, is greatly in your own interest.

IT IS JUST THIS: Beware of the man who advertises a well-known product (at cut price) and then tries to switch you over to something else, of unknown parentage.

ELGIN NATIONAL WATCH COMPANY



Born with a heritage of 19 years of outstanding radio leadership, endowed with tonal beauty, selectivity and ease of operation, the Grebe Synchrophase A-C Six is presented—the newest member of a famous family.

This receiver uses A-C (alternating current) tubes and entirely eliminates batteries and socket power units. Just plug into the light socket and listen.

Incomparable range and selectivity—single illuminated dial—freedom from A-C hum—maximum volume without distortion and other new Grebe improvements enable you

to get better local and distance reception.

The Grebe Synchrophase A-C Six is truly the battery-less set for which you have been waiting. Hear it today. Then you will have a complete demonstration of what expert painstaking radio engineering can accomplish.

Grebe Natural Speaker (illustrated), \$35; Grebe No. 1750 Speaker, \$17.50. Where alternating current is not available, the Synchrophase Seven, \$135; or the Synchrophase Five, \$95. You will be interested in Booklet N which fully explains the new Grebe A-C Six. Sent upon request.



A. H. Grebe & Co., Inc., 109 W. 57th St., New York City
Factory: Richmond Hill, N. Y. Western Branch: 443 So. San Pedro St., Los Angeles, Cal.
Makers of guality radio since 1909

A QUESTIONNAIRE

for the protection of the watch buyer

NOTE: In recent years, America has been flooded with watches of uncertain parentage; usually of poor manufacture, but often, with ornate and alluring cases. A watch whose beauty is only "case-deep" is seldom a good time-keeper, and never a satisfactory value, regardless of how enticing its price may be . . . For your

guidance, here are the ten vital questions to ask in judging and selecting a watch... Favorable answers to these questions by a responsible jeweler, regarding any watch, will assure fine watch-value and enduring watch-satisfaction, no matter how much or how little you pay. ELGIN NATIONAL WATCH COMPANY, ELGIN, U. S. A.

BEFORE YOU PURCHASE A WATCH YOU ARE ENTITLED TO FULL AND DEFINITE ANSWERS TO THESE QUESTIONS:

- 1 Is this watch which I hold in my hand guaranteed to give satisfaction... not only by the dealer (he might retire or move away), but also by the manufacturer of the watch?
- 2 If so, has this manufacturer been in business long enough to prove the worth of his guarantee? ... And has the company stood the test of financial and industrial panics, thereby assuring me that it will be financially able to always stand back of its guarantee?
- 3 Are the parts in this watch standard and interchangeable, made to microscopic exactness, by master watch-craftsmen using fine machines? Or are they variable and irregular... made in a sweat shop possibly, where each man works for himself, without proper facilities or tools?
- 4 Suppose an accident should happen to this watch while I'm in a foreign country or in some small, remote town. Will the local jeweler be sufficiently familiar with this particular make to repair it easily and economically? And will he have the proper replacement parts on hand?
- 5 Is this maker's reputation for integrity and fair dealing such that I am assured full value for the price I am asked?
- 6 From my knowledge of values... and my confidence in the dealer... do I believe that he is getting a fair, but not an exorbitant profit?

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- 7 Are the dimensions of this watch such that it is as practical as it is beautiful? In other words, am I sure that it is neither too thin nor too small, so that the watch will do its full duty as a good timepiece?
- 8 Has any member of my family, or any of my friends, carried a watch of similar size and thinness for a period of years, and received good service from it?
- 9 It is easy to present watches to persons who are in the public eye. It is not difficult to adjust watches to pass observatory time tests. But is the day-in, day-out average performance of this watch universally recognized as satisfactory?
- 10 Does the dealer ... or do I ... recall having heard instances where a watch of this make has served faithfully for a half century? Isn't that the real test, after all?

ELGIN

THE WATCH WORD FOR EFFICIENCY AND ELEGANCE

© Elgin, 1928

WATCHES TRUE ALIKE
TO THE TIME-MINUTE
AND THE STYLE-MINUTE









Handsome strap watch, 14-karat goldfilled, engraved case with luminous



[Prices slightly higher in Canada.]

Signaling by smoke was a favorite method of the Indians. Messages were sent long distances by means of smoke released by a blanketheld over a fire.



Grebe Waited

-and now you may have perfect light socket reception

When hoping for—in fact, rightly demanding of an electric set: tone—clear, true, natural, free from A-C hum; volume without distortion; ease of control; selectivity without loss of tonal fullness. No appliances of any kind to bother with.

Again and again the new Grebe A-C Six Radio has been tested until we know that it meets all requirements—that it offers perfect light-socket reception.

Like all Grebe sets it has enduring quality. There are no batteries or chargers; no outside eliminators or appliances of any kind. Just plug into the light socket and listen.

The Grebe way is to take time to be sure. During the nineteen years that we have been making radio apparatus, we have always waited to be certain that it was up to the high Grebe standard, before we placed it on the market.

Perhaps that is why Grebe sets have always been so satisfactory—why you can always "get it better with a Grebe."

Experienced radio owners know what the name "Grebe" signifies. You, who have lately become radio interested, we urge to investigate the unsurpassed quality of Grebe reception. Hear a Grebe A-C Six. A Grebe dealer will gladly demonstrate. Send for Booklet N.





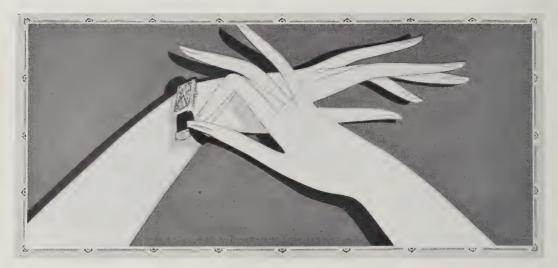
Grebe Synchrophase
Seven \$135.00
Grebe Synchrophase
Five \$95.00
Grebe Natural
Speaker \$35.00
Grebe Six-Point
Speaker \$17.50

A. H. Grebe & Company, Inc., 109 West 57th Street, New York City
Factory: Richmond Hill, N.Y.

Western Branch: 443 South San Pedro Street, Los Angeles, California

Makers of quality radio since 1909

1928



Is it merely a beautiful ornament ...or is it a dependable timepiece?

Your jeweler tenderly places an exquisite wrist watch across your arm... You murmur your admiration as you finger and fondle it... And then a doubt interrupts your thrill.

Can this tiny and gorgeous adornment really be as practical as it is beautiful?

You need not remain in doubt ... The facts are yours if you ask the jeweler the following six questions:

[1] Is it guaranteed to give satisfactory service; both by dealer and maker? [2] If so, has its

maker been in business long enough to prove the worth of his guarantee? [3] In case of an accident, while in a foreign country or in a small, remote place, can this watch be easily and economically repaired by any local jeweler? [4] Are its parts standardized and carried by jewelers throughout the world? [5] Are its dimensions such that it is as practical as it is beautiful? [6] Can the dealer recall instances where this make of watch has served faithfully for many, many years?

If it's an *Elgin*...you'll get definite and decisively favorable answers to all six questions.

Sponsored by a watch company which has uninterruptedly made fine watches for more than sixty years, an *Elgin* is not alone guaranteed to be an accurate timekeeper . . . but its service is guaranteed by *Elgin* jewelers in every part of the universe.

ELGIN



A 7-jewel ELGIN movement in a gold-filled case, with luminous dial. Priced at \$40



Chastely engraved is the white gold case of this 15-jewel ELGIN movement. Price, \$60



Tiny gems stud the white solid gold case of this unfailing ELGIN movement. Price, \$150



A solid gold case, in white or green tone; 15-jewel ELGIN movement. Priced at . . . \$60





An ELGIN movement of 17 jewels in a 14-karat gold-filled case. Price, \$50. [All prices are slightly higher in Canada]

Victor-Radio with Electrola

The instrument that millions have waited for

New in principle...new in design

It was inevitable ... the maker of the world's finest talking machine was destined to create the radio achievement of the age.

And now you have it ... a radio by Victor . . . with Victor's quarter century of acoustical experience behind it...with Victor's enduring eraftsmanship built into it ... and at a price you can afford!

An all-electric radio that Victor is at last proud to trademark "His Master's Voice."

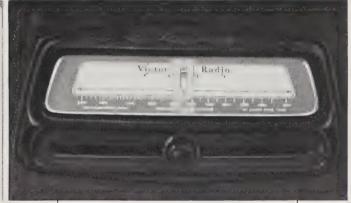
A radio that is not merely a step ahead ... but years ahead ... in design, in principle, in idea!

A radio that has a new simplified station selector - super-automatic!

A radio that introduces a marvelous new Victor improvement in tone reproduction.

An all-Victor Radio . . . available in a handsome console cabinet that you will be proud to own ... or, combined with the famous Victor Electrola...in one beautifully designed cabinet no larger than your old Victrola ... each attuned to the same electro-dynamic reproducer.

... two REAL Victor instruments ... so ingeniously combined that you switch from favorite station to favorite record ... at the mere turn



of a tiny knob ... and for the first time . . . get tone quality from a radio that matches the marvelous tone quality of the new Orthophonic Records!

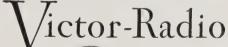
No less an achievement are the list prices! Only \$155* for the Victor Radio Console...only \$275* for the Victor Radio-Electrola. Values made possible by Victor's great resources and manufacturing skill.

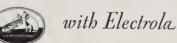
Hear Victor's greatest achievements in radio and record enjoyment...see and hear Victor's latest contribution to musical America! Victor Talking Machine Company, Camden, N. J., U. S. A.



VICTOR-RADIO-ELECTROLA RE-45 List Price \$275.

*Less Radiotrons







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What a summer's vacation it will be—to live for a few weeks where the water is a place to play.... where the air is almost as cool as the smooth green breakers that slide and rustle on the coral sands!

Here are long curving beaches, sparkling with holi-

day color and gayety, where bronzeskinned Hawaiians will teach you how to balance on speeding surfboards. Native outrigger canoes ride the breakers at toboggan-speed. There's a thrill even in watching them from the smart lanai of your beach hotel.

Golf courses everywhere. Motoring, sightseeing, game-fishing, cruising among the fairy islands of Oahu, Kauai, Hawaii and Maui. Hawaiian music and

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No passports or formalities—
Hawaii is a U. S. territory.



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correct refrigeration. There is one refrigerator that assures you of scientifically perfect refrigeration at all times — the General Electric. Faithfully, automatically, quietly, day and night, it maintains a temperature safely below the danger point—50 degrees.

The General Electric is ideal for the home. Its simple mechanism which you never need to oil, is mounted on top of the cabinet and hermetically sealed in a steel casing. It has a simple and accessible freezing regulator, makes a generous supply of ice cubes, creates no radio interference. It has the only all-steel, warp-proof cabinet—easily-cleaned, rust-proof and sanitary.

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A Brand New Receiver for the Radio Connoisseur

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Receiver now being manufactured or even contemplated for broadcast reception. Strictly Custom - Built, this great new Model meets fully the requirements of those who want the best. It is in fact The Highest Class Receiver in the World.





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	192
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THE magic of the incomparable RCA L Super-Heterodyne—finest achievement in radio-with all the refinements that have come from ten years of research. The new simplified electric operation. The new RCA Electro-Dynamic speaker. The most popular cabinet model in high quality radio instruments ever designed by RCA and its associates-General Electric and Westinghouse. And the great manufacturing resources of these companies make possible the attractive price of

\$375 (less Radiotrons)

RCA ELECTRO-DYNAMIC SPEAKER 106—A new power-operated reproducer of remarkable range and tone, Ideal to use with Radiola 60.

106

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The accurate measure



PERMINUTE
of electric cleaner efficiency is dirt per minute

BECAUSE you can see the light, fluffy dust on the surface of your rugs, you are uncomfortable when it is there. Your rug isn't clean. When it is gone, you are satisfied!... You shouldn't be! No rug is clean, if beneath the surface is accumulating a mass of gritty, caked dirt.

And this dirt does accumulate, if only suction is used in cleaning. Suction or sweeping cannot vibrate this heavy dirt to the surface. It takes beating.

Only The Hoover provides the beating principle—in "Positive Agitation." And because "Positive Agitation" reaches the embedded dirt that ordinary cleaning does not touch, *The Hoover removes more dirt per minute than any other cleaner.*

Ask your local Hoover dealer for a demonstration. Models at \$59.50, \$75 and \$135. Dusting Tools and Floor Polisher extra. Liberal allowance for your old cleaner.

THE HOOVER COMPANY, NORTH CANTON, OHIO



The HOOVER

AS IT SWEEPS... AS IT CLEANS

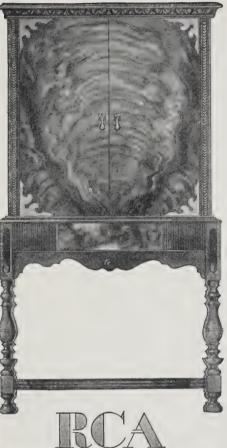


RCA RADIOLA 62 — Cabinet model of the new RCA Super-Heterodyne. RCA Electro-Dynamic Speaker. Beautiful cabinet of walnut veneer with maple inlays, and ingeniously arranged doors. \$375 (less Radiotrons)



RCA RADIOLA 60 — Table model of the new RCA Super-Heterodyne. Finest instrument of its kind ever built. Simplified house-current operation.

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RADIOLA 62

SUPER-HETERODYNE

Radiola Super-Heterodynes are built to meet the demand for expertly designed radio receiving instruments reproducing broadcast programs with the highest possible degree of realism. These RCA receivers of the "60" series are the finest Radiolas ever offered. They are the product of three great associated companies—RCA, General Electric and Westinghouse.





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RADIO CORPORATION OF AMERICA New York Chicago Atlanta Dallas San Francisco



RCA ELECTRO-DYNAMIC SPEAKER 106—The incomparable reproducing instrument of the type used in the new cabinet Radiolas. Operates from A. C. house-current.

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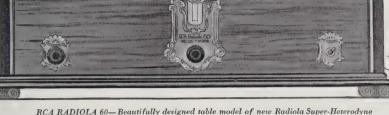
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RCA RADIOLA 60-Beautifully designed table model of new Radiola Super-Heterodyne with A. C. electric operation. Single control with illuminated dial. Ideal for congested broadcasting areas-highly sensitive for places remote from broadcast stations. Two-toned walnut veneered cabinet. An instrument of wonderful musical range and tone fidelity \$147 (less Radiotrons)

Radio receiver and speaker as separate units permit a flexibility in arrangement not possible with the larger cabinet combinations.

The "60" Super-Heterodyne may be put on a library shelf or a small side table, and be connected with the speaker placed anywhere in the room-or in another room.

> The best reproducer to use with the "60" is the new "106" Electro-Dynamic. This is the same type as that used in the de luxe cabinet models of the new Super-Heterodynes.



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RCA ELECTRO-DYNAMIC SPEAKER 106-The incomparable reproducing instrument of the type used in the new cabinet Radiolas now

available as a separate unit.

Operates from A. C. house current. A beautiful little piece of furniture as well as a reproducer of amazing range and tone.

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1929



PASTEUR — immortalized for Posterity in Georgia Marble

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No material could so well interpret the beauty and character of the sculptor's design, and preserve its delicate, clear-cut carving for posterity, as White Georgia Marble, for Georgia Marble is the most beautiful and durable of all memorial stones.

> Write for a copy of our memorial booklet "That Memory May Live Forever"

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Does "Good Taste" Need a Thousand Guardians?

Time was when only a mother's teaching guided us to good taste in the things that make up the home. But today, it seems that a thou-

sand would-be arbiters must din into our ears the "good taste" of the moment.

Turn the pages —"color in the home" —"let lights [or lace or laundry tubs] evidence your taste"- and so they go: the passing fancies of a restless age.

We doubt whether anyone ever had to defend the good taste of American Walnut. Its beauty, its ever-varying charm have always made it the favorite of the discriminating. American Walnut was "good taste" a century ago; it will continue to be a century hence.

Whatever be the piece of furniture, American Walnut adds grace to its beauty, warmth to its color, and years to its life.

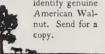
Inevitably you'll buy more furniture of American Walnut — our only caution to you is that it be all-walnut: that legs and framework be of the same genuine American Walnut as are the broader panels, the beauty of which so attracts you.

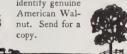
American Walnut Manufacturers' Association 616 South Michigan Avenue, Room 2707, Chicago, Illinois



Here, Zenith Radio uses three types of American Walnut paneling as well as American Walnut frame-work. A quality cabinet means a quality receiver.

"The Story of American Walnut," a hand-some 48 - page booklet, will show you how to identify genuine American Walnut. Send for a сору.





AMERICAN WALNUT



1929



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Booklets containing pictures and descriptions of many delightful summer resorts including Niagara Falls, Macki-nac Island, St. Ignace, Les Cheneaux Islands and Coryell Islands will be mailed you, without cost, upon request.

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DETROIT AND CLEVELAND, overnight service, daily. Fare, \$3.00 One Way; \$5.50 R. T. DAYLIGHT STEAMERS, June 25 to September 3, daily, except Sundays, July 4, and Labor Day. Fare, \$2.50 One Way.

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On the historic North Shore Every recreational feature Booklet * * Opens May 15

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Jacobsen Power Mowers are quality built, speedy, powerful and efficient. There is a type for every lawn from ¼ acre up. They earn their cost in time and labor saved and create a healthier, more beautiful turf. Used and endorsed from coast to coast. Below is pictured the Jacobsen "Estate" Power Mower on a famous German estate. European gardeners prefer this fine roller-type mower to the prominent European mowers.





THUNDERING ..the waterfalls in NATIONAL PARK

Here are more and higher waterfalls than in any equal area on earth.

See them early this summer! Free stopovers at Merced, Calif., for the short side-trip. Year-round accommodations range from \$1.50 a day in housekeeping cabins, to the distinctive Ahwahnee, at \$12 upward, American Plan. Ask any travel agent, or write Yosemite Park and Curry Co., Yosemite National Park, Calif.



The two newest features in fine radio set design are both found in the new

Radiola A6

with the incomparable RCA Electro - Dynamic Reproducer \$179 less Radiotrons

An improved type of the incomparable RCA Electro-Dynamic reproducer is built into the handsome cabinet of the new Radiola 46. This amazing instrument, which realistically reproduces everything from a whisper to a brass band, is combined with the new Screen-Grid Radiola utilizing the wonderful high-power Screen-Grid Radiotrons.

These two great features—both developed by the research engineers of the famous RCA Laboratories—make the "46" an instrument of superlative quality—and at the price of an ordinary cabinet radio set.

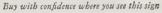
The full rich tones of the bass register—an indispensable requisite of realistic reproduction of orchestral music—are particularly impressive in the performance of Radiola 46.

The faithful tone quality at any volume throughout the musical scale has never before been achieved with so few tubes. And there are other features, making for faultless performance, dependability and long life, that are to be found only in RCA Radiolas.

The most for the money that has ever been put into a radio instrument—that's the verdict of the testing engineers.

The RCA Screen-Grid Radiola is also offered by RCA Radiola Dealers in table type, without the reproducer (Model 44, \$110, less Radiotrons); and

in combination with reproducer and phonograph—"Music from the air or record" (Model 47, \$275, less Radiotrons).



RADIOLA DIVISION

RADIO-VICTOR CORPORATION OF AMERICA NEW YORK-CHICAGO-ATLANTA-DALLAS-SAN FRANCISCO

RCA RADIOLA MADE BY THE MAKERS OF THE RADIOTRON

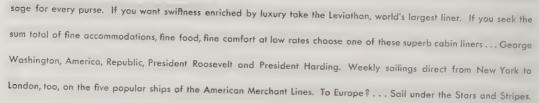
Salute a New Era

. . . in American Maritime Enterprise





At the helm of the great transatlantic fleet of the American Merchant Marine—the United States Lines and the American Merchant Lines—eleven splendid ships—is a new command, that of a vast organized group of loyal, successful American citizens. Under its leadership you are now offered a complete North Atlantic service flying the American flag. A perfect pas-



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Victor-Radio is the first and the only micro-synchronous radio. There is no guesswork about Victor-Radio performance. The Victor method of operation

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Tuning is instant —
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If you love music,

Victor-Radio Console R-32.Exclusivenew modernized circuit; unique sensitivity and selectivity. List price \$155.* Victor-Radio-Electrola, RE-45 (above). List price \$275.* Less Radiotrons. whether you have a radio or not hear the new Victor instruments. You can have Victor-Radio either separately or with the amazing new Victor Electrola...bringing you broadcast music that is changing the whole nation's standard of radio entertainment...music from records you will have to experience to believe possible—of brilliance and depth beyond your power to imagine! Play at will at any volume—from whisper to full orchestra: on these instruments high notes and low are sounded in their just proportion. Victor tone quality does not vary.

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THE SENSATION OF THE RADIO YEAR



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Table cabinet of walnut veneer (shown above).

\$110 (less Radiotrons)

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RCA RADIOLA 46—Console cabinet model of Radiola 44, with RCA Electro-Dynamic Speaker. \$179 (less Radiotrons)

RCA RADIOLA 47—Combination. The newest RCA "all-electric" development in Screen-Grid radio combined with the phonograph. Radio and Phonograph utilize the same improved built-in Electro-Dynamic reproducer. "Music from the air or record." \$275 (less Radiotrons)

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RCA has set a new standard of radio enjoyment in the new Screen-Grid Radiolas! Designed and built by the same RCA engineers who developed the Screen-Grid Radiotrons and Screen-Grid Circuit, they are the sensation of the radio year.

Never before have radio instruments of so few tubes offered such marvelous, well-rounded tonal beauty—such astounding volume without distortion—such balanced reproduction of both high and low notes.

Radiolas 44 and 46 utilize only five tubes—yet give you the performance of sets employing a far greater number. Three of these tubes are the amazing Screen-Grid Radiotrons—an RCA achievement. Included also is a new power amplifying Radiotron capable of tremendous volume without distortion.

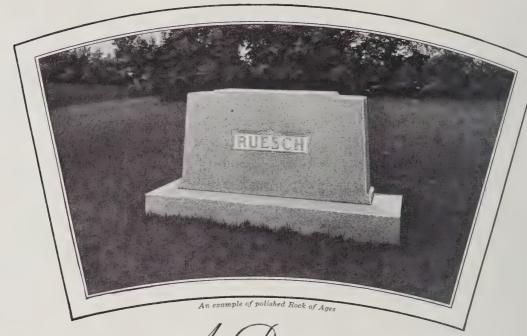
In these great Screen-Grid Radiolas you get the freedom from distorting noises and electrical hum without the costly sacrifice of loss in fidelity and tone range . . . without that weakening of power and dulling of low and high notes which owners of ordinary radio sets must suffer when hum is reduced in defiance of electrical research and experience.

Visit your RCA dealer today. See and hear these marvelous Screen-Grid Radiolas—designed and built by the creators of the Screen-

Grid Radiotron and the Screen-Grid Circuit.

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1929



A Résumé

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SCREEN-GRID



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On the Air: Atwater Kent Radio Hour, Sunday Evenings, 9:15 (Eastern Time), WEAF network of N.B.C. Atwater Kent Mid-Week Program, Thursday Evenings, 10:00 (Eastern Time), WJZ network of N.B.C.

ATWATER KENT RADIO

SCREEN-GRID



SO MUCH BETTER there's just no room for argument

T'S not merely the won-derful Screen-Grid tubes. It's the way the new tubes are completely used to make radio so much more enjoyable that there is just no room for argument. You get more stations and more distant stations, and separate them with needle-point precision. You get clearer, richer, Electro-Dynamic tone. You get more volume than you can use, controllable at will. And you don't get any hum.

> Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT RADIO

SCREEN-GRID



SO BEAUTIFUL with your choice of cabinets

NOW you can have a cabinet just like your neighbors'-or as unlike it as your home differs from theirs. With Atwater Kent Screen-Grid Radio you make your own selection instead of being restricted to one or two designs. Highboy or lowboy, simple or elaborate, sliding doors or swinging doors, or without doors, for a large room or a small room—now you do the choosing, just as you choose other furniture for your home.

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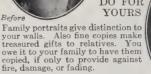
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There is only one way to be sure that your children's food is fresh and healthful—

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The General Electric is ideal for the home. Its simple mechanism which you never need to oil, is mounted on top of the cabinet and hermetically sealed in a steel casing. It has a simple and accessible freezing regulator, makes a generous supply of ice cubes, creates no radio interference. It has the only all-steel, warp-proof cabinet—easily-cleaned, rust-proof and sanitary.

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SCREEN-GRID

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What could possibly mean more to the whole family? Imagine the enduring pleasure of the gift that goes on and on, pouring forth its music, giving companionship through the years!





JUST a radio will never do. Only an Atwater Kent can give you Atwater Kent reality of tone—with the vastly more powerful Screen-Grid tubes used as Atwater Kent uses them.

You are not restricted to one or two cabinets. Choose your radio furniture just as you choose other beautiful things for your home. In any cabinet, you get Atwater Kent Screen-Grid performance—and that never varies!

On the Air—Atwater Kent Radio Hour, Sunday evenings, 9:15 (Eastern Time), WEAF network of N.B.C. Atwater Kent Mid-Week Program, Thursday evenings, 10:00 (Eastern Time), WIZ network of N.B.C.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, Pres.

4822 Wissahickon Ave., Philadelphia, Pa.





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m CA}$ made Screen-Grid Radio possible by creating the high-power Screen-Grid Radiotron and the new Screen-Grid circuit.

The great value of Screen-Grid is that it gives you high power with few tubes-the big reserve of power you need today under modern broadcasting conditions.

Obviously you get your greatest guarantee of high quality performance with Screen-Grid in a Radiola built by the same men who created the new tubes and circuit and gave them to the radio world.

In addition, you get the added advantage of another RCA achievement . . . you get the freedom from distorting noises and electrical hum without the costly sacrifice of loss in fidelity and tone range ... without that weakening of power and dulling of low and high notes which owners of ordinary sets must suffer when hum is reduced in defiance of electrical research and experience.

See the Screen-Grid Radiola today, Hear it! Compare it! You'll see at once that it marks a great advance in the radio art. And then select the model that best suits your own requirements.



Buy with confidence where you see this sign

The complete line of RCA Radiolas includes ten models in three circuits, including Screen-Grid and Super-Heterodynes — and new Radiola-Phonograph combination sets, from \$54 to \$690.

RCA RADIOLA 44

Radio receiver utilizing Radio receiver utilizing Screen-Grid Radiotrons-high amplification and great selectivity, Alternating cur-rent operating from house circuit, Table cabinet of walnut veneer. \$75 (less Radiotrons)

RCA RADIOLA 46

Console cabinet model of Radiola 44, with RCA Elec-tro-Dynamic speaker. \$130 (less Radiotrons)

RCA RADIOLA 47

The newest RCA "all-elecdevelopment in Screen Grid radio combined with the phonograph. Radio and Phonograph utilize the same im-proved built-in Electro-Dy-namic reproducer. "Music namic reproducer. "Music from the air or records." \$275 (less Radiotrons)



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And the young hopeful capers with gleeful excitement. Pleased and delighted, mother congratulates Santa upon his thoughtfulness. He wisely chose a Royal Portable Typewriter as the ideal Christmas gift for the family, knowing well that its writing convenience would bring daily enjoyment to one and all . . . The Royal Portable, compact, sturdy and so colorful, is amazingly simple to operate. Its lively, entertaining keys quickly and neatly type your every thought. This interesting way of writing

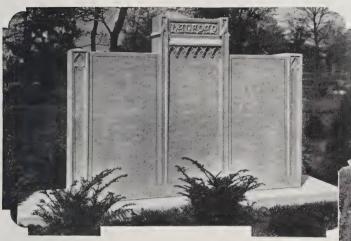
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At left—An exquisite design in St. Lucas Cemetery, Chicago, Ill. Copyright by the Dodds Granite Company.

Below—Rugged refinement is expressed in the Fellows Mausoleum, Woodlawn Cemetery, New York City.

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It's always summer-time in your kitchen. And the dangers of food contamination are always present—as long as it is possible for the temperature in your refrigerator to rise

even a degree or two above fifty.

Physicians agree that 50 degrees is the danger point. Above that temperature, bacteria multiply alarmingly. Moisture, too, helps them thrive. But the constant dry cold of the General Electric Refrigerator checks their

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For complete details write Electric Refrigeration Dept. of General Electric Co., Hanna Building, Cleveland, Ohio—booklet R-11.

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The Mauretania calls at Algiers with the same discrimination for the colourful moment that distinguishes her entire Mediterranean itinerary. She has the old comfort, spaciousness, and indefinable air that made her so popular. She is remodelled and beautifully equipped. And she calls at Madeira, Gibraltar, Villefranche, Naples, Athens, Alexandria and Haifa when each of these ports is most glamorous and interesting.

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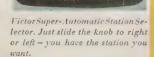
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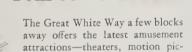
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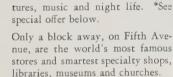
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This new Admiralty Super-10 is the very apex of Modern Radio Research Engineering. We believe it represents final superiority over any Receiver now being manufactured or even contemplated for broadcast reception. Strictly custom-built, this great new Model meets fully the requirements or those who want the best. It is in fact the Highest Class Receiver in the World.

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Pepsodent was developed after years of laboratory study and experiment. The moment it touches your teeth you will notice the difference by the way it feels.

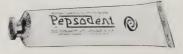
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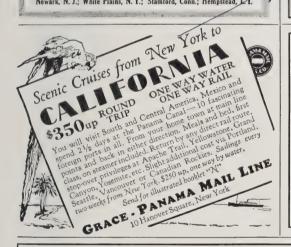
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CINCINNATI

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(Right) The AMRAD SONDO Model. A new electric phonograph and radio combination incorporating the latest eight tube AMRAD Screen Grid, Neutrodyne chassis and the new AMRAD Type 249 Dynamic-power speaker. The cabinet is the final word in radio cabinet beauty. It contains two wells for records. Priced at \$240.00, less tubes.





(Left) The AMRAD RON-DEAU Model. A magnificent cabinet enlivened with exquisite carved decorations. The set is the latest AMRAD eight tube Screen Grid, Neutrodyne chassis. The new AMRAD Type 249 Dynamic-power speaker is incorporated. Automatic volume control maintains a practically uniform volume. Priced at \$150.00, less tubes.

AMRAD Radio



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"Take along a Graflex," friends told him—"it eliminates guesswork in focusing." The "Jerusalem Drink Seller" above, is one of a fine collection of human interest photographs made by Mr. Cornwell with his Graflex, on the trip. He discovered what every traveler and artist should know-that a Graflex camera puts superior pictures within everybody's reach.

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YOU WILL AGREE WITH MARCONI



When you hear the sensational new Radiola Super-Heterodyne

acclaimed by inventor of radio as "a great advance"

Now you can enjoy a new radio instrument so highly developed ... so far advanced that it has won praise from Marconi himself ... the genius who invented radio ... the leader in radio science for 36 years!

Never before have you heard a radio quite like the new Radiola...never before such thrilling tone...never before such alert performance!

Here is the finest home instrument that ever carried the RCA trade-mark... the most highly perfected instrument that the world's greatest radio engineers and RCA's vast resources can build... the result of a 7-year development of the Super-Heterodyne.

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The new Radiola meets modern broadcasting conditions perfectly. The government has assigned to each broadcasting station a broadcasting channel of a standard 10-kilocycle width. The new Radiola is so expertly designed that it receives all of the program in

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der that this is the fastest selling radio in RCA Radiola history!

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Consider the Value!

Four years ago a Radiola Super-Heterodyne cost \$570. Today you can have a far superior model for \$142.50, less Radiotrons.

Prove these facts for yourself. See your Radiola dealer today. He's a dependable merchant selling the world's most dependable musical instrument—the Radiola. Insist upon the RCA trade-mark—your guarantee of future satisfaction.

Set Illustrated: Radiola Super-Heterodyne, Model 80-screen-grid-9

tuned circuits—magnified, illuminated tuning dial accurately calibrated in kilocycles—improved volume control—local-distance switch—push-pull amplification—improved electrodynamic speaker—handsome walnut veneer cabinet—\$1+12.50, less Radiotrons. Also De Luxe Model and Radiola with electric phonograph, equipped with remote control, Radio's ultimate convenience.



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The dirt left in them—when you clean them

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> and lint that usually cling so tenaciously. In other words, it gives scientific care to your floor coverings.

Ask your Hoover dealer for a free trial or home demonstration of The Hoover and its efficient dusting tools. Two Hoover models. Only \$6.25 down; balance monthly. Liberal allowance for your old cleaner.

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ON A CUSHION OF AIR



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from a whisper to a brass band

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-built by the RCA engineers who created Screen-Grid Radio

RCA Screen-Grid Radiolas in all models give you the superb tone and realism that have made Radiolas a synonym of radio perfection. Why? Because they are built by the RCA experts who created screen-grid and gave it to the radio industry.

Screen-Grid Radiolas are not an experiment. Years were spent in the RCA research laboratories perfecting the Screen-Grid Radiotrons and the special screen-grid circuit which made screen-grid radio possible. RCA engineers then designed a screen-grid set in which interfering foreign noises were eliminated without dulling the high and low notes, and narrowing the musical range.

Tone quality—first essential of fine radio—need not be sacrificed to gain the great advantages of screen-grid. Without tone quality this advanced type of high-power radio is only a makeshift.

When you buy a Screen-Grid Radiola you get super-power



Look for and insist upon the famous RCA trade-mark

screen-grid performance as you have a right to expect it —plus all the qualities of fine radio reception that are guaranteed by the famous RCA trade-mark.

RCA RADIOLA 46—The acknowledged leader in screengrid "all-electric" radio. A cabinet model with built-in RCA electro-dynamic reproducer. For alternating current \$130 (less Radiotrons). For direct current \$140 (less Radiotrons).

RCA Screen-Grid Radio also in Radiola 44—a compact and beautiful table model. \$75 (less Radiotrons).

For those who wish music from the air or record, RCA presents Screen-Grid Radiola 47, the all-electric combination of Screen-Grid Radio and Phonograph. \$275 (less Radiotrons).



RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

RADIOLA DIVISION RADIO-VICTOR CORPORATION OF AMERICA



FOR your table linen you tolerate only one standard — thorough cleanliness. You have — should have — the same standard for your rugs and carpets.

It is only because you use surface-skimming

cleaning methods that dirt piles up deep in your rugs. The moment you begin to use the deep-cleaning of The Hoover that dirt is removed—and kept from further accumulation. Freed of this gritty, fiber-wearing dirt, your rugs last longer and look newly beautiful.

And you are saved endless time and effort by the swift, easy cleaning of Positive Agitation—for The Hoover removes more dirt per minute than any other cleaner.

with less expenditure of human energy!

The more thorough cleaning of The Hoover is only a part of the service it renders. Its scientific care of floor coverings improves their appearance very markedly, by removing the unsightly

thread and lint, lifting and straightening the rug nap and brightening the rug colors.

Ask your Hoover dealer for a free trial or home demonstration of The Hoover and its efficient dusting tools. Two Hoover models. Only \$6.25 down including dusting tools; balance monthly. Liberal allowance for your old cleaner.

THE HOOVER COMPANY NORTH CANTON, OHIO

The oldest and largest maker of electric cleaners The Hoover is also made in Canada, at Hamilton, Ontario



HOOVER

IT BEATS .. AS IT SWEEPS .. AS IT CLEANS
ON A CUSHION OF AIR

@ 1930, The Hoover Co.

*DISTINCTION «



(Left) The AMRAD SONDO Model. A new electric phonograph and radio combination incorporating the latest eight tube AMRAD Screen Grid, Neutrodyne chassis and the new AMRAD Type 249 Dynamic power speaker in a cabinet pronounced the most beautiful ever produced. It contains two wells for records. Priced at \$240, less tubes.

MRAD del. A bhonoocomprorate eight Screen of the world, however skilled, might hope to produce.

OBELIN a name that has woven its magic significance into the pattern of centuries, as symbolizing a sublime achievement ... a better thing than all other craftsmen of the world, however skilled, might hope to produce.

This genius was present in the little family of French dyers that seemed to possess methods and imagination unparalleled heretofore. Two brothers they were . . . Gilles and Jean, of Rheims, and a dyeing establishment was set up in the Faubourg Saint Marcel. Along the measured course of this ancestral line, with Paris whispering of the wizardry of their skill, fame and fortune came and «GOBELIN» was more than a name it was a tradition.

Henry IV purchased the property, and tapestry-makers, under his patronage, continued the highly specialized work. It was in 1662 that

Henry IV purchased the property, and tapestry-makers, under his patronage, continued the highly specialized work. It was in 1662 that Louis XIV brought illustrious personages to admire the output of the «Meubles de la Couronne». There could be nothing better than a «Gobelin»....and there was no substitute for a «Gobelin».

AMRAD has come to be identified with qualities of supreme perfection in Radio....a beautiful, and a scientifically advanced weaver of the tapestry of melody and the voice of the universe. AMRAD, then, is to radio what Gobelin has always been to tapestry.

AMRAD DIVISION of THE CROSLEY RADIO CORPORATION Powel Crosley, Jr., Pres., Home of «the Nation's Station» WLW CINCINNATI

(Right) The AMRAD RONDEAU Model. A magnificent cabinet enlivened with exquisite carved decorations. The set is the latest AMRAD eight tube screen Grid, Neutrodyne chassis. The new AMRAD Type 249 Dynamic power speaker is incorporated. Automatic volume control maintains a practically uniform volume. Priced at \$150.00 less tubes.



AMRAD Radio



Fastest and most exclusive train to Southern California

Warm winter days in the desert and along a sparkling seashore await you in

California and Southern Arizona

Santa Fe "all the way" from Chicago and Kansas City. You leave on the Santa Fe and arrive on the Santa Fe.

All-expense tours on certain dates this winter. . . . Fred Harvey dining service - another distinctive

feature.

Hawaii Boat-Train—Through Pullmansleave New York Jan. 20 and Feb. 17, via Santa Fe "Chief" from Chicago a day later, connecting at Los Angeles with L. A.S.S.Co."City of Los Angeles," sailing Jan. 24 and Feb. 21.

Coupon

W. J. Black, Pass. Traf. Mgr., Santa Fe System Lines, 914 Railway Exchange, Chicago, Ill.
Please mail folders checked below:

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PHILCO

A Musical Instrument of Quality



ABOVE IS MODEL 112X Balanced Superheterodyne, eleven tube, Automatic Volume Control, \$150. Other Philcos from \$36.50 to \$295, complete with Philco Balanced Tubes, including new Pentode Power Tube, illuminated station recording dial, hand rubbed cabinets, and many other exclusive Philco features... Also Philco Battery Operated Radio for unwired homes, Philco Balanced Tubes for replacement, Philco Short Wave Converter, Philco Transitone for motor cars and boats, Philco Electric Clock and Radio Regulator. Prices slightly higher in Canada, Denver and West.



WHEN you hear your favorite radio programs on your PHILCO, you enjoy an intimate recital as vivid as if the artists and instruments were present, in person, in your home, just for you · · : Such vital realism, such fidelity of tone is almost unbelievable. It is not found in any radio except PHILCO. Close your eyes, turn your back and listen. Your ear cannot distinguish between the voice of PHILCO and the original · · · Give yourself, your family, the pleasure and benefit of the vast wealth of music, education and entertainment that literally crowds the air. It is yours, at its best on PHILCO—the first radio ever scientifically designed as a musical instrument. Leading dealers everywhere are PHILCO dealers. See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON



"ALASKANS, OFF TO THE POTLATCH"?

Alaska

A summer cruise to Alaska is a most restful and inspiring experience. Imagine yourself at ease in a deck chair aboard a modern ocean liner, just floating day after day on the calm waters of the Inside Passage, between those incomparable mountains, where native Alaskans sail their graceful canoes! And, after your voyage—venture into the great Interior, to Mt. McKinley National Park.

Cruises to Alaska are very inexpensive.

May we tell you about them?

Alaska Steamship

For
booklets
Company

address
Room 5-D, Pier 2, Seattle

Alaska Railroad 333 N. Michigan, Chicago Northern Pacific Railway 527 N. P. Bldg., Saint Paul They must have added more pieces to that orchestra



BUT not a single piece had been added!

The new PHILCO, the only radio scientifically designed as a musical instrument, had brought new notes—both high ones and low ones—into the home.

The orchestra the family had listened to so often and liked so well had been transformed. Through the magic of PHILCO'S reproduction, it now seemed a larger, infinitely superior musical organization.

No note is broadcast that PHILCO will not reproduce truly—as softly as you may desire or with tremendous volume. No sound on the air is too subtle for PHILCO—the only radio scientifically designed as a musical instrument.

See PHILCO. Note the beauty of its cabinet-work, the hand-rubbed finish that makes it truly an outstanding example of the furniture craftsman's art. Hear PHILCO. Then you will appreciate the richness of its tone. Buy PHILCO. The most economical means of entertainment and enjoyment available. Enjoy PHILCO. Every waking hour!

A nearby PHILCO dealer will be ready and happy to demonstrate this musical instrument of quality and versatility—truly all instruments in one!

PHILCO · PHILADELPHIA · TORONTO · LONDON

\$36⁵⁰ to \$295.

Tax Paid

PHILCO MODEL 15X, shown above, \$150 Tax Paid—PATENTED—Contains every worthwhile radio improvement—many exclusively PHILCO. Musicians, especially, appreciate the following scientific points of superiority:—1. The PHILCO Inclined Sounding Board throws all sound up into field of listener, making all high notes heard for the first time. 2. Large area of sounding board insures full reproduction of low notes. 3. Echo Absorbing Screen at the back prevents echo and blur, the first radio to deliver sound only from front of speaker. 4. Open sounding board instead of sound chamber affords clear unboxed tone.

Philo-Transitone
Radio (superheterodyne) for motor cars
and boats, average
price complete, installed and tax paid
on carsequipped with
aerial, \$69.50. ALL
ELECTRIC (no dry
batteries) \$79.50.



PHILCO

A musical instrument of quality

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

The "Accident" Alibi



Are there unsuspected or unheeded dangers in your home?

Brooms, pails, boxes, toys or other objects placed where someone might trip over them?

Unlighted stairways?

Rickety steps, loose banisters or hand-rails?

Unsecured rugs, slippery or highly polished floors?

Wabbly ladders?

Leaky connections in gas heater, range, furnace or lighting fixture? Defective electric wiring or appli-

Defective electric wiring or appliances?

Matches within reach of children? Unlabeled poisons?

T was an accident" is a poor alibi for injuries which could have been prevented.

Ask yourself what caused the latest injury to one of your own family or to a friend. Was it a *true* accident which could not have been prevented or was it the result of carelessness? Most accidents are of the preventable kind.

Could any member of your family suffer a serious injury in your home because of hazards you have not removed? Could you walk safely in any part of the house, day or night, without fear of falling over some temporary or permanent obstruction?

Last year in the United States there were almost as many deaths from accidents in homes as there were from automobile accidents. Many cripplings which happened in homes could have been averted.

Scaldings from boiling liquids, burnings from fire and hot surfaces, could have been prevented by greater thoughtfulness. Most of the injuries from sharp tools and instruments could have been prevented by carefulness. Investigating gas or gasoline leaks with a lighted match is a direct invitation to a disastrous explosion.

There were about 17,000 fatal injuries in industry last year in the United States and 29,000 in homes. Well managed industries have learned how to reduce the number of accidents during working hours through regular inspection and protective measures.

Why not inspect and protect your own home? Look around now—carefully—to see what can be done to make your home safer.

Send for and use the Metropolitan"Home Inspection Chart" which lists many of the places where dangers may lurk in your home. Your copy of the Chart and also a booklet, "Accident Prevention in the Home" will be mailed free. Address Booklet Dept. 1132-N.

METROPOLITAN

LIFE INSURANCE COMPANY

FREDERICK H. ECKER, PRESIDENT

ONE MADISON AVE., NEW YORK, N.Y.

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S. LURLINE

SOUTH SEAS & ORIENTAL CRUISE

25,000-mileparade of events, countries, peoples, 21 ports! 14 countries! Itinerary sparkles with such jewels as BALI and PORT MORESBY on direct call. ANGKOR WAT optional.

Sailing from * NEW YORK, January 12 SAN FRANCISCO, Jan. 27 LOS ANGELES, Jan. 28 *

\$1250 up

Star cruise of 1933. See the Pacific's greatest wonders in the Pacific's newest ship. Average cost-per-day like living at home. Details at all travel agencies or

THE OCEANIC STEAMSHIP CO. **Matson Line**

New York Los Angeles Chicago Seattle

San Francisco



Radio for Your Car...New Low Price The CROSLEY ROAMTO



You have wanted a radio in your car—you have been waiting for the cost to come within reason—here it is—the Crosley Roamio—the new 6-tube superheterodyne automobile radio receiver. Can be placed in any car in anylocation desired. Priced exceptionally low. Installation quickly made. Equipped with full dynamic speaker. Send for Booklet or see the nearest Crosley dealer. Priced complete with tubes, tax paid. Batteries and installation extra.

Western price slightly higher.

Western price slightly higher.

THE CROSLEY RADIO CORPORATION Dept. A-112 Cincinnati, Ohio

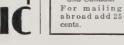
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To get the full benefit of the trip you are planning, read up in advance on the places you will visit.

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makes such reading easy and delightful, for it refers you instantly to all published articles and illustrations descriptive of the localities you select. It is handy also for children and students who need ready access to the material in back Geographics.

NATIONAL GEOGRAPHIC SOCIETY Dept. H, Washington, D. C.



1932

\$2.00;

Cloth bound; magazine size. Postpaid in U.S.

Paris GAY...

AND GRAPES ARE RIPE

When Summer is over, there is a rush for Paris. Everybody goes there. The shops are filled with new fashions fresh from the mid-season openings. The theaters and concert halls come to life. There's racing at Chantilly. There's the automobile show. . . . Paris is gay in Autumn.

And in the picturesque countryside, there are scores of delightful trips to take, cathedrals to visit, chateaux to admire. The peasants are busy with their harvests. Grapes are ripe in the rolling vineyards of Beaune and Bordeaux. Quaint festivals are held as the year's vintage is pressed and bottled. There's golf and swimming at





Biarritz.... France is active all the year round.

So if you wish to enjoy this autumn gayety and activity of France, let an authorized travel agent book you on the French Line. That will start your experience 3000 miles earlier. You'll have a luxurious crossing on France-Afloat, a gracious introduction to romantic France.

This is the Fall for travel. French Line rates are greatly reduced . . . but there is no reduction in service and comfort. The food is still without its equal. English-speaking stewards will extend most courteous attention. Tourist Class is sumptuously enlarged on express liners. . . . French Line, 19 State Street, New York.

French Line

ILE DE FRANCE, Oct. 22 • PARIS, Oct. 8, Nov. 4 • CHAMPLAIN, Oct. 29, Nov. 19

LAFAYETTE, Oct. 15 • DE GRASSE, Oct. 27, Dec. 7 • ROCHAMBEAU, Oct. 15, Nov. 19

Bringing back the GOOD OLD FAMILY CIRCLE



PHILCO, the first radio scientifically designed as a musical instrument, is bringing back the good old Family Circle! It is doing this with fine home entertainment.

Music! The masters of all times, interpreted by the masters of our own time. All classes and kinds of music, vocal and instrumental, in full register and exact tone. PHILCO brings it to you with dependability and fidelity—as if the performers were present in person, playing just for you. Turn your back, close your eyes—your ear cannot distinguish between the voice of PHILCO and the original. Not only music, but the spoken word—the world's great personalities—religious services—the whole gamut of sports and up-to-the-minute news—all yours to command on your PHILCO, with clarity and purity which make you really "at home with the celebrities."

Put a PHILCO in your home today. What single object can so greatly affect the happiness and entertainment of your entire family? PHILCO dealers everywhere are happy to show and demonstrate it. See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON

PHILCO

A musical instrument of quality





\$3650 to \$295.

All prices tax extra

PHILCO MODEL 15X, \$150, shown above, is scientifically designed as a musical instrument because:

1. The PHILCO Inclined Sounding Board throws all sound up into field of listener, making all high notes heard for the first time. 2. Large area of sounding board insures full reproduction of low notes.

3. Echo Absorbing Screen at the back prevents echo and blur, the first radio to deliver sound only from front of speaker. 4. Open sounding board instead of sound chamber affords clear unboxed tone.

A Lesson in Life Saving



UT beyond the paddlers and bathers who cannot swim a stroke, you will find the strong swimmers who get the most joy out of clean, sparkling water. But swimming is more than a keen pleasure. It offers more opportunity for wholesome exercise for more people than any other sport.

Almost everybody who has correct instruction can learn to swim. When you swim you exercise practically every muscle in your body. You take deep breaths, expand your lungs and send your blood tingling from head to foot. And afterward, when you are resting in the warm, golden sunshine you soak up health-giving rays from the sun.

You may regard yourself as a fairly good swimmer because so far you have been able to take care of yourself. But if you have not learned to swim correctly you may be unjustified in your confidence. It is not difficult to correct swimming faults or to learn the proper arm and leg action and the breath control necessary in good

swimming. Foolhardiness and panic cause more drownings along the seashore and in lakes, rivers and ponds than physical exhaustion or cramps.

You may be perfectly willing to risk your own life to save that of another. But if you do not know how to go about it there is great danger that both lives will be lost. To save a life requires real skill. Prove whether or not you are competent by carrying ashore a friend who is not helping himself. If you find that you cannot do it, learn the proper life saving methods so that, if ever needed, you will be ready.

The Metropolitan Life Insurance Company, in cooperation with the American Red Cross Life Saving Service, has prepared a booklet which will help you to learn to swim, if you cannot swim now. It shows the American Crawl used by champion swimmers and the proper Side Stroke to use in life saving. Send for your free copy of "Swimming and Life Saving." Address Booklet Dept. 732-N.

METROPOLITAN FREDERICK H. ECKER, PRESIDENT LIFE INSURANCE COMPANY
ONE MADISON AVE., NEW YORK, N. Y.

\$36⁵⁰ to \$295.

All prices tax extra

It looks better...
It sounds better...

It <u>IS</u> better!



Model 15X ... \$150 (Patented)

PHILCO is the first radio scientifically designed as a musical instrument, and therefore has many unique points of superiority, among which are:

1. The PHILCO Inclined Sounding Board which throws all sound up into field of listener, making all high notes heard for the first time. 2. Large area of sounding board which insures full reproduction of low notes. 3. Echo Absorbing Screen at the back which prevents echo and blur, the first radio to deliver sound only from front of speaker. 4. Open Sounding Board instead of sound Chamber which affords clear unboxed tone.

Choose your PHILCO now, from the many beautiful models.

Leading dealers everywhere are happy to show and demonstrate PHILCO, and sell it on easy terms.

See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON

PHILCO
A musical instrument of quality



You will find in PHILCO every worthwhile improvement . . . many of them exclusive . . .

Every PHILCO a Balanced Super-

heterodyne

Twin Electro Dynamic Speakers
Shadow Tuning
Tuning Silencer
Automatic Volume Control
Pentode Tubes (6 in 11-Tube sets)
Tone Control
Push-pull Circuit
Distance Switch
Illuminated Station Recording
Dial with glowing arrow
indicator
Neat, small, no-glare dial, calibrated to station channel numbers
Inclined Sounding Board

Echo Absorbing Screen
Illuminated Grille
Cabinets of world's finest and most
expensive furniture woods
Every Cabinet hand-rubbed

The NEW PHILCO HIGH EFFI-CIENCY TUBES are more compact, more efficient, and consume less current than any AC tubes ever before used. Every PHILCO is equipped with tubes specifically designed by PHILCO, to fit circuits designed by PHILCO, resulting in a harmony of operation not otherwise possible.

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

Philco-Transitone Radio for motor cars and boats \$49.95 including tubes and tax. Complete installation for cars equipped with aerial will average less than \$20.

Most of the 5000 people who died last year



from one particular form of cancer could have been saved if they had been warned in time of their impending danger — and had acted without delay

TAST year in the United States alone there were more than 5,000 deaths caused by rectal cancer. Had these cancers been discovered in their early stages, a large majority could have been operated upon successfully. Almost all of them could have been found by competent physicians making thorough physical examinations.

Either false modesty on the part of a patient who should be utterly frank and truthful with his physician, or disinclination on the part of a doctor to urge his patient to have only the most complete and searching examination possible one or the other-may cause suffering and tragedy.

There are thousands of cases of unsuspected rectal cancer. In the beginning, they are usually painless. The first slight symptoms are often disregarded. They may be so similar to those of other ailments that only by a conscientious local examination can any doctor determine whether or not a cancer is present.

Irregular or abnormal conditions

should be reported to and investigated by your doctor without delay. The discovery of rectal cancer in its early stages should not cause undue alarm. In most cases such a cancer can be removed with entire success.

The United States Army and Navy Medical Divisions, leading newspapers, magazines, the foremost doctors and health officials all over the country urge complete, periodic physical check-ups. It would be impossible to estimate correctly the amount of suffering such examinations prevent and the years of life they add.

A partial examination is valuable as far as it goes. But it is, after all, a compromise not to be tolerated if you wish to guard yourself in every way possible from needless loss of health due to unremoved growths or uncorrected impairments.

Everybody should have a health examination at least once a yearand it should be complete. Get the protection which medical and surgical science can provide.



INSURANCE COMPANY METROPOLITAN LIFE FREDERICK H. ECKER, PRESIDENT

ONE MADISON AVE., NEW YORK, N. Y.



Bring all the best dance music right into your home, "as if in person." PHILCO, the only radio scientifically designed as a musical instrument, gives you your choice of the world's famous orchestras. From near and far PHILCO picks them out of the air and presents them to you with plenty of volume for dancing, and full, rich, perfect tone . . . And every other kind of music ... and entertainment ... and religious service ... and public address ... and sports, markets and current events . . . all yours with a PHILCO, "as if in person." Close your eyes, turn your back . . . you cannot distinguish between the voice of PHILCO and the original.

Go to your nearest PHILCO Dealer who will be happy to show and demonstrate it. See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON

PHILCO MODEL 15X, shown above, \$150 Tax Paid.

1. The PHILCO Inclined Sounding Board throws all sound up into field of listener, making all high notes heard for the first time. 2. Large area of sounding board insures full reproduction of low notes. 3. Echo Absorbing Screen at the back prevents echo and blur, the first radio to deliver sound only from front of speaker. 4. Open sounding board instead of sound chamber affords clear unboxed tone. (Patented)

You will find in PHILCO every worthwhile improvement . . . many of them exclusive . . . Every PHILCO a Balanced Superheterodyne
Twin Electro Dynamic Speakers
Shadow Tuning
Tuning Silencer
Automatic Volume Control
Pentode Tubes (6 in 11-Tube sets)
Tone Control
Distance Switch
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Tone Control
Distance Switch
Illuminated Gratile
Illuminated Station Recording Dial with glowing
arrow indicator
Neat, small, no-glare dial, calibrated to station
channel numbers
Cabinets of world's finest and most expensive
furniture woods

furniture woods

Every Cabinet hand-rubbed NEW PHILCO HIGH EFFICIENCY TUBES

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

Philco-Transitone Radio for motor cars and boats \$49.95 including Tubes and Tax. Complete installation for cars equipped with aerial will average less than \$20.

PHILCO

A musical instrument of quality



Get Readjusted



THE MEN who made the United States the richest country in the world did not go about wringing their hands and quaking in their boots. They worked—whether the going was easy or whether it was hard.

For nearly three years too many men, who themselves have had plenty to eat and to drink, good beds to sleep in and comfortable homes, have spent hours and hours predicting hard luck and disaster.

Last spring such men were saying that the United States appeared to be headed for bankruptcy. Since then the Government has begun to cut its expenses and increase its income. It is resolutely facing its difficulties. There is no reason for anyone to fear that the nation may fail in its obligations, or collapse.

The man who is saturated with gloom spreads it. When he loses his sane, clear-eyed viewpoint he may seek sympathy, but what he really needs is to be shaken out of an unhealthy frame of mind.

And the man who hoards not only robs his family but fails to do his share in promoting normal business and employment of workers. He aggravates the condition which he deplores.

Some men need jobs—need them badly. They must be helped. But more men need to get readjusted to conditions as they exist. These men may need to readjust their mode of living or their way of thinking.

Worries fester and grow in the dark. They shrivel and vanish in the light. There are times in every man's life—whether he be strong or weak, brave or cowardly—when he needs the counsel of someone who is unafraid. And there are many who know that our country has battled through difficult periods and has always emerged stronger than before.

Get readjusted.

METROPOLITAN FREDERICK H. ECKER, PRESIDENT LIFE INSURANCE COMPANY
ONE MADISON AVE., NEW YORK, N. Y.

"At Last I've heard it...

MY MASTER'S VOICE OVER A RADIO"



The New Bi-Acoustic Radio, R-78 with 8 great improvements. Complete with 12 RCA Radiotrons.

Sets \$48.75 to \$310.00

VE heard it, people, I've heard it! The thing you and I have been waiting for.

They say it's because this new radio gets two whole octaves of music that ordinary radios miss. They say it's because of eight new improvements that run from new tubes to a brand new speaker.

All I know-and all I care-is that it does things no radio I ever heard could do! You hear notes you never really heard before. You can pick out instruments you never knew were playing. It makes a fiddle a fiddle, a bass viol a bass viol. And it makes no difference whether you play loud or soft—it's all there -every instrument, every note.

Dance fans go crazy about the new rhythm they feel with this new radio. Musical people rave about the "truth" of its tone. Me -I'm tickled pink because now, for the first time in radio history, I hear something that's really like my master's voice.

Folks, get in on this new thrill. Give your ears a treat they've been waiting years for. Any of my friends-the RCA Victor dealers -will treat you as my guest if you call for a free hearing-they'll let you listen to your heart's content to the only radio I could ever go crazy about.

The RCA Victor Co., Inc. CAMDEN, N. J.

"RADIO HEADQUARTERS"

A Radio Corporation of America Subsidiary

RCA Victor Bi-Acoustic

RADIOS ★ ★ PHONOGRAPH COMBINATIONS * * VICTOR RECORDS *





The language of flowers is as old as the hills... but all sorts of new things are being said with flowers by clever women.... For instance... there's the terribly smart debutante who made a sensation by wearing a great lei of gardenias.... French women wear tight bunches of dark red or white carnations....

And one lovely red-haired woman wears and fills her house with nothing but nasturtiums. Let your own imagination run riot a little next time you are at the florists... let him help you...he has a wealth of fresh ideas.





Send FLOWERS by WIRE . . .

Through the unfailing service of the FLORISTS TELEGRAPH DELIVERY ASSOCIATION flowers can be sent anywhere... any time... and at modest cost. Distance is no longer an excuse if one really wants to be remembered—wire flowers.

Whose anniversary is in



© 1932, Society of American Florists & Ornamental Horticulturists

Excerpts from the foreword of THE BOOK OF BIRDS*

A GEOGRAPHIC PUBLICATION

IN this revised volume are presented 331 portraits in color of the Common Birds of Town and Country, of our Warblers and American Game Birds. They are from the brush of the artist-



Photograph from Francis H. Herrick

A STERN-VISAGED MONARCH OF THE AIR—
THE AMERICAN OR BALD EAGLE

naturalist, Louis Agassiz Fuertes. The descriptive text by Henry W. Henshaw, formerly Chief of the U. S. Biological Survey, sets forth the distinguishing characteristics of each species of bird, its peculiar habits, and its favorite habitat.

Few wonders are as compelling in interest as is the display of that mysterious impulse which season after season causes birds to migrate from their winter homes . . . and then to make the return journey in the fall, guided no one knows how. The late Wells W. Cooke gives an account of these migrations, . . . supplemented with maps and charts.

Frederick H. Kennard's article tells how every reader, be he proprietor of a great estate or the owner of a window-sill, can make the acquaintance and win the confidence of birds.

George Shiras, 3rd, the inventor of wild-life flashlight photography and of methods of making animals and birds take their own portraits, gives some useful hints on the latter subject.

Dr. Edward W. Nelson, of the U. S.

Dr. Edward W. Nelson, of the U. S. Biological Survey, an internationally known authority, tells of tracing the life story of wild birds by the unique method of tagging them.

 *252 pages (10 x 7 in.), Molloy-made binding, \$4 post-paid in U. S. and Canada.

In ordering please address Department H
NATIONAL GEOGRAPHIC SOCIETY
WASHINGTON, D. C.

BOTH are Stokowski



ABOVE IS MODEL 112X Balanced Superheterodyne, eleven tube, Automatic Volume Control, \$150. Other Philcosfrom \$36.50 to \$295, complete with Philco Balanced Tubes, including new Pentode Power Tube, illuminated station

recording dial, hand rubbed cabinets, and many other exclusive Philco features... Philco replacement tubes, Philco Short Wave Converter, Philco Transitone for motor cars and boats, Philco Electric Clock and Radio Regulator.



WHEN you hear the Philadelphia Orchestra, conducted by Leopold Stokowski, on your own PHILCO Radio in your own home, you are hearing a real, living, personal rendition of the world's finest music interpreted by genius · · · PHILCO is ONE instrument — but when you listen on your PHILCO to the Philadelphia Orchestra you are listening to MORE THAN ONE HUNDRED instruments ... Just so you may, at any time, hear the instruments and voices of all the audible arts, in full, real and personally-present tone. PHILCO, a fine musical instrument and the most accepted radio, brings them to you in person · · · Leading dealers everywhere will show it to you. See it. Hear it. Buy it. Enjoy it.

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Ceremonials out of the 6th Century offer one key to the real life of Japan today—fast limited trains and the great hotels offer another! 1932 visitors may enjoy it all—the ancient and the modern—at unexpected low cost on a series of inclusive tours prepared by the Japan Tourist Bureau, a non-commercial organization.

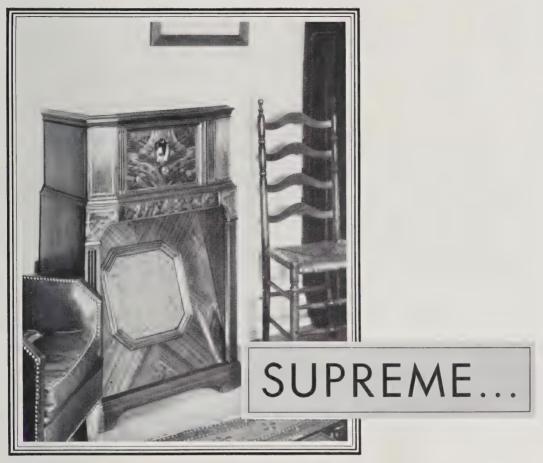
On a 14-day trip you may enjoy Yokohama. Tokyo, Kyoto, Kobe, see Miyanoshita, Nikko and the Kamakura Buddha, motor to Fujiyama, feed the sacred deer at Nara, glimpse the choicest regions of the Empire. In 21, 28, 35 or more days, wider territory may be covered at correspondingly low cost. All tours may be made independently or with a courier.

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Before clocks could measure minutes with a tiny electric motor instead of spring or pendulum, there had to be the pioneering work of Henry E. Warren. He invented the Telechron Master Clock which is used to regulate the current generated at your power house. He invented the Telechron self-starting, synchronous clock which translates that current into accurate time in your home or office.

Together, his inventions make more than a million households run more smoothly and efficiently. Telechron never needs winding—or oiling, cleaning.

Check the clocks in your home right now. If they all agree, it's a miracle. If they don't agree, it's time to get a Telechron! But be sure it has "Telechron" on the dial—the name that identifies it with the Telechron Master Clock in your power house. There's a dealer near you, listed under "Telechron" in the Classified Telephone Directory. He'll be glad to show you attractive models designed for every room in your home.

Prices range reasonably from \$7.50 to \$55. The Revere Clock Company, of Cincinnati, Ohio, manufactures strike and chime clocks with Telechron motors, priced from \$22.75 to \$650.

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(Left) SALISBURY—For desk or dressingtable. Mahogany case. 71/4" high, \$7.50. ALDEN—Same model with alarm, \$10.

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WHEN you hear your favorite radio programs on your PHILCO, you enjoy an intimate recital as vivid as if the artists and instruments were present, in person, in your home, just for you · · : Such vital realism, such fidelity of tone is almost unbelievable. It is not found in any radio except PHILCO. Close your eyes, turn your back and listen. Your ear cannot distinguish between the voice of PHILCO and the original · · · Give yourself, your family, the pleasure and benefit of the vast wealth of music, education and entertainment that literally crowds the air. It is yours, at its best on PHILCO—the first radio ever scientifically designed as a musical instrument. Leading dealers everywhere are PHILCO dealers. See it. Hear it. Buy it. Enjoy it.

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Alaska

A summer cruise to Alaska is a most restful and inspiring experience. Imagine yourself at ease in a deck chair aboard a modern ocean liner, just floating day after day on the calm waters of the Inside Passage, between those incomparable mountains, where native Alaskans sail their graceful canoes! And, after your voyage—venture into the great Interior, to Mt. McKinley National Park.

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Philco-Transitone Radio for motor cars and boats \$49.95 including Tubes and Tax. Complete installation for cars equipped with aerial will average less than \$20. THOUGH you live on an isolated farm... or in an apartment in the heart of a city... PHILCO makes your home the center of the world... the great world of music, entertainment, and current events.

Through the magic of PHILCO, famous orchestras will move into your living-room to lavish their greatest talents on your entertainment.

Addresses by personages of international note...comedy and drama ...grand opera and dance music...will be reproduced with the perfection of tone quality only PHILCO can attain.

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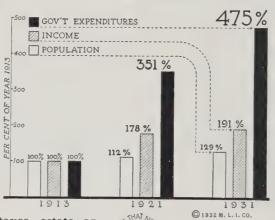


Twenty Cents out of every Dollar of the income of the people is the cost of government in the United States

THE United States, your State, your City or your County must depend on taxation to pay its current expenses, to carry on its undertakings, to pay off its bonds.

Every one—rich or poor—bears a share in the tax burden.

TO THE REST OF THE PARTY OF THE



Governmental expenditures constituted 8 per cent of the national income in 1913 and 20 per cent of the national income in 1931.

Expenditures by Federal, State and Municipal Governments equal 1/5 of the income of the American people—one day's income out of five.

Some pay income taxes, estate or inheritance taxes, specific duties or excise taxes. But all are taxed indirectly by the necessary inclusion of taxes in the cost of food, clothing, rent, merchandise, transportation and other necessities obtained through the merchant, the landlord, the transportation companies and others who, themselves, are taxed.

While the population of the United States increased by 29 per cent between 1913 and 1931, the expenditures of Federal, State and Municipal Governments increased by 375 per cent.

The only sources from which money can be obtained for the payment of such expenditures are the men, women and children of the country—by taxation, direct or indirect. Bond issues merely postpone the day when the expenditure must be paid for—by taxes, for there is no other method.

The only control over such expenditures rests with representatives of the people chosen for executive or legislative positions by the voters in their own communities.

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His Real Voice at Last on a New Record

... from priceless master records by a secret new process eleven years in the making, RCA Victor creates a new Caruso for owners of Bi-Acoustic Radio Phonographs

CARUSO lives anew! A thing that cannot be—but is!

The golden tones of Enrico Caruso—captured on a brand new record—thrilling you as his most glorious recordings never thrilled you before!

It's all because of the Bi-Acoustic principle. And new, improved recording methods.

RCA Victor engineers began with priceless master molds from Victor's vaults. They stripped away the old, tinny, mechanical accompaniment—and left Caruso's voice pure and undefiled. Then, by methods unknown in Caruso's day, they wedded his lyric notes to a new, modern orchestra accompaniment...

And a new record, that makes musical history, was born...a greater Caruso than you've ever heard from a record. A revelation of what the modern radio-phonograph and modern recording methods offer.

Are you going to miss him? Can you let yourself miss him? Hear Caruso again—on this new recording—over a Bi-Acoustic Radio-Phonograph—and witness a modern miracle! Call at any RCA Victor dealer.



Ask for Victor Record No. 7720—Pagliacci, "Vesti la Giubba" (On with the Play)—Martha, "M'Appari" (Like a

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Leopold Stokowski has brought the playing of the Philadelphia Orchestra to an almost unparalleled degree of perfection—a hundred minds, each one a chosen intellect, in instantaneous response to his own. That so great an achievement can be adequately perpetuated by any process of recording is in itself a triumph of science and of art, in proof of which we recommend the following records:

	Doubl	e-faced
Carmen—Prelude to Act I March of the Caucasian Chief	796	\$1.50
Blue Danube Waltz Invitation to the Waltz	6237	2.00
Hungarian Rhapsody, No. 2 Largo from "New World" Symphony	6236	2.00

To compare the art of one country with that of another may prove little, but it is one of the most frequent impulses. Therefore no collection of Victor Records is complete without a number of examples of the art of Albert Coates and the Symphony Orchestra, which represent at their best the efforts of a great orchestra playing within the influence of European taste. Among the sixteen selections we suggest:

	Donnie	e-racea
Symphony in A Major, No. 7— 1st Movement, Part 1 (Beethoven) Symphony in A Major, No. 7— 1st Movement, Part 2	55165	\$1.50
Symphony in A Major, No. 7— 2nd Movement, Part 1 Symphony in A Major, No. 7— 2nd Movement, Part 2	55166	1.50
Symphony in A Major, No. 7— 3rd Movement Symphony in A Major, No. 7— 4th Movement	55174	1.50

The greatness of William Mengelberg lies in the sincerity, the beauty, and depth of his interpretations. He directs an organization infinitely flexible, with unbounded opportunities for self-revelation. The records of the New York Philharmonic Orchestra under his baton speak as nothing else can for his genius, and nowhere in the list of recorded works is this more evident than in

	Doubl	e-laceu
Symphonie Pathétique (2nd Movement) Symphonie Pathétique (Finale)	6374	\$2.00
Les Préludes—Part I (Liszt) Les Préludes—Part II	6225	2.00
Les Préludes—Part III Les Préludes—Part IV	6373	2.00



Victrola No. 50 (Portable) \$50 Mahogany or oak





There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks



HIS MASTER'S VOICE"

Victrola

Victor Talking Machine Company, Camden, N. J.

Sunshine or Shadow?

LUCKY boys and girls—graduating this month!

Born lucky because God gave them fathers and mothers who have the love, the courage and the financial ability to see that their children are properly educated.

It is hard to believe that any father could care so little about the future of his children that he would let them give up school and go to work too soon if he could possibly prevent it.

And yet, right here in the United States where children are supposed to be better cared for than anywhere else in the world, there are more than 1,000,000 children between the ages of 10 and 16 at work—many of them laboring at health-wrecking and mind-dwarfing drudgery in factories, mines, shops and mills, on farms and in cities!

All of the experts on health and education agree that children should be kept in school until they are at least 14. Every right-minded man and woman will agree on that point. Whether or not some children between 14 and 16 should drop all study and go to work is a grave question. But no one will deny that all of these youngsters need hours for play while they are growing—for the right play helps to build strong, healthy bodies. Now what are the facts? Here they are, furnished by the United States Census Bureau:

378,063 children between the ages of 10 and 14 are at work.

682,795 children between the ages of 14 and 16 are at work.

Remember, the Census figures show only those children reported by fathers and mothers. Investigators know that there are thousands of children from 4 to 10 years old whose work at home is hidden from the Census takers. No one can know the exact number.

All through these bright sunshiny days when the beautiful green world is calling boys and girls to come and play—they drudge—perhaps a half million of them—mere children.

Poor little souls, many of them doomed to live in the shadow of poverty and ignorance all their lives—what chance have they?

The number of children who are injured at work is appalling but not surprising. Children must

play and when denied their rightful opportunities, they will play at their work and get hurt.

Most of us like to look on the sunny side of life—and so we should. But while we are planning for the happiness and welfare of our own boys and girls, can't we give just a few minutes' thought to the little toilers condemned to misery unless we help? Thousands of them can be developed into splendid men and women—if they are rescued now. Bring them out of the shadow and into the sunshine.

Generally speaking—the states that give their children no protection or next to none have the greatest number of illiterates. They pay the price of their exploitation. Child labor in the United States has grown to alarming figures and will continue to grow until public opinion and humanity order it stopped. And apparently the only thing that can stop it every-

where and at once is the Child Labor Amendment to the Federal Constitution.

The time is coming when every state will be called upon to ratify the Amendment. Be ready to do your part to have it sanctioned by the Legislature of your state. It is a measure that should have your heartiest support.

our neartiest support.

HALEY FISKE, President.

Published by

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Biggest in the World. More Assets, More Policyholders, More Insurance in force, More new Insurance each year



Who is reviving this style?

is back'

Just notice how many prosperous, progressive, well-dressed men are carrying pocket watches these days. Notice, too, how many men are wearing sturdy, substantial watch chains, for all the world like those their grandfathers wore, back in the days when a railroad journey was an adventure.

But they're not wearing"the big chain" out of sentiment for the past. Oh, no! It's simply that these up-and-coming individuals have decided that "dainty", "delicate" chains don't fit in with their scheme of things. They're wearing "the big chain" because it's practical, sensible—looks right for a man of action and affairs.

You, too will agree that "the big chain" is a handsome and thoroughly masculine piece of jewelry which shows up well against a waistcoat ... creates the right impression!

The Simmons Company has developed many smart models in "the big chain"—and, as you know, Simmons Watch Chains are carried by the better jewelers everywhere. String one of these good looking big-calibre chains across your vest and see the difference it makes in your appearance!

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The reason for the unrivalled capability of the Scott All-Wave is the fact that each receiver is custom built by hand in the laboratory. No "production" methods are used. No unscientific hand so much as tightens a screw. Each part is made and every operation is done in strict accord with the highest standards of electrical and mechanical precision. Then—to assure the purchaser of dependable 'round the world range—his receiver is tested on reception from London and from Rome, before shipping.

Send Coupon Scott All-Wave will bring world will be sent you by return mail. With this PROOF will come the whole story of this remarkable engineering triumph—and details of the custom built consoles in which it is available. You will be the Coupon of the whole story of this remarkable. You will be the Coupon of the custom built consoles in which it is available. You will be the Coupon of the

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> little town of Bethlehem on Christmas Eve. The elephants' bathing place in Ceylon. The Taj Mahal, rose-flushed with dawn. Javanese dancing girls. Japan in plum blossom festival.

> Pay your rent (and a moderate one) to the Empress next winter. Fares as low as \$2,250. See deck

plans, study the itinerary. Your own agent, or any Canadian Pacific office: New York, Chicago, Boston, Philadelphia, Montreal, and 30 other cities in U. S. and Canada.

Empress of Britain World Cruise sails from New York December 3, 1932.

This season's Empress of Britain Trans-Atlantic sailings from Quebec to Cherbourg, Southampton: May 29, June 16, July 2, 20, Aug. 6, 20, Sept. 3, 17, Oct. 1, 15.

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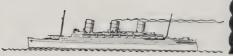
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23 COUNTRIES
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Plant any time before the ground becomes frozen, and they will bloom from the middle of May to Decoration Day

Mail your order with Check, Money Order or Cash, mentioning this advertisement, and secure this exceptional collection, sent prepaid to your home anywhere in the United States.

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All the photographs in Wm. A. Robin-son's new book, "10,000 Leagues Over the Sea," were made with the LEICA. He sailed the sea for 3½ years in SVAAP, a 32-ft. boat, the smallest craft to circle the globe, traveling 32,-000 miles, taking thousands of LEICA pictures.

accessories to choose from make the Leica the perfect camera for every photographic purpose. All metal case proof against dust and moisture. Focal plane shutter from 1/20 sec. to 1/500 sec. The most popular camera today among many expopular camera today among many ex-plorers, travelers, scientists, newspaper men, sportsmen. Complete with built-in range finder and 50 mm. F: 3.5 Elmar Lens, \$92.50. Tax included.

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for any individual — one that
can be moved from room to
room—at an unheard-of low price.
Plugs into any A. C. light socket.
Incorporates many new features. Full
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—range in price up to \$119.50. All
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PHILCO MODEL 15X, shown above, \$150 Federal Tax Paid—PATENTED—Contains every worthwhile radio improvement—many exclusively PHILCO. Musicians, especially, appreciate the following scientific points of superiority:—1. The PHILCO Inclined Sounding Board throws all sound up into field of listener, making all high notes heard for the first time. 2. Large area of sounding board insures full reproduction of low notes. 3. Echo Absorbing Screen at the back prevents echo and blur, the first radio to deliver sound only from front of speaker. 4. Open sounding board instead of soundchamber affords clear unboxed tone.

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

Philco-Transitone Radio (superheterodyne) for motor cars and boats, average price complete, installed and tax paid on carsequipped with aerial, \$69.50. ALL ELECTRIC (no dry batteries) \$79.50.

\$18⁷⁵ to \$295

FEDERAL TAX PAID

In Philadelphia's historic Academy of Music there comes a moment of absolute silence. Then Stokowski's hands — masterful, creative, expressive hands—sweep a celebrated orchestra into Beethoven's 5th Symphony.

The air is electric. The audience sits spellbound—charmed by Stokowski's interpretation of pianissimo passages—thrilled by the imaginative genius displayed in the rendition of sonorities.

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If you are in a lighter mood—PHILCO will bring dance music, comedy, lilting popular songs—the greatest variety of entertainment the world has ever known to your home or to your car.

A nearby dealer will be glad to show and demonstrate PHILCO.

See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON

PHILCO

A musical instrument of quality



Invest in Yourself



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A complete physical examination — a thorough health audit - costs but little in time and money. An investment in yourself should be the foremost investment you make in 1933.

If you are mentally and physically fit, you will be ready to take advantage of your opportunities in 1933 and the years to follow. If you are sick or run-down, you will find it very difficult to think clearly and to decide wisely. If your doctor should find something wrong which can be corrected, you can profit by the timely warning.

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ETROPOLITAN LIFE INSURANCE COMPANY FREDERICK H. ECKER, PRESIDENT

ONE MADISON AVE., NEW YORK, N. Y.

New! Different!

PHILCO LAZY-X

The easiest, laziest way to listen in. Relax, enjoy and change programs without moving from your chair.

Sink deep into your most comfortable chair. A radio of glorious tone begins playing softly across the room.

Would you prefer it slightly louder? A touch of your finger and the full volume of the orchestra sweeps into the room. As the

program ends—tune in another station if you wish—adjust the volume—control the tone—all without getting up from your chair.

That's Lazy-X convenience—made possible by PHILCO Electrical Remote Control! All the glorious beauty of PHILCO tone—the tone quality only the Patented Inclined Sounding Board makes possible—comes to you at its best from the separate Sound Cabinet across the room. But the controls are in a Queen Anne Table Cabinet right beside your chair!

With Lazy-X convenience you use radio much more than you ever did before. You listen to a far greater variety of programs—

because changing stations is so easy, so simple, and all the controls are right beside your chair!

Almost automatically Lazy-X doubles the number of stations you hear and enjoy—by doubling the ease with which you change the dial setting. A whole new world of radio entertainment is opened up for you and your family!

PHILCO offers the great new Lazy-X in two models—the superb 14LZX at \$150 and the smaller 19LZX at \$100 for those who do not require quite so much power and distance. The height of radio luxury at less than half the previous cost of remote control!

See Lazy-X at the nearest PHILCO dealer's. Hear it. Buy it. Relax and enjoy the last word in radio performance and convenience.



DIABETES—the Lion Caged



IABETES, under control, might be likened to a safely caged lion. Out of control, it strikes with a lion's speed and crushing power.

The discovery of insulin and its application to the treatment of diabetes is one of the great triumphs of medical science. It has saved many thousands of lives.

Insulin has not only rescued children who would have been doomed without it, but it has enabled them to grow and to live the normal, healthy lives of their playfellows. It has lifted chronic diabetics out of the invalid class, making it possible for them to carry on industrious, useful careers.

Before this great discovery, a victim of diabetes was forced to adhere strictly to a wearing and often spirit-breaking diet—if he would live. Suffering from a constant and almost unbearable craving for rich food and sweets, he struggled to obey his doctor's orders—"No starches, no sugars." The dining room was a dreary place for a diabetic.



What a contrast between the old, half-starved, hopeless days and the present time when the majority of diabetics are allowed many of the things they like to eat. A goodly percentage of them will live out the expected span of life for their ages.

Diabetes is by far most frequent among overweight persons. It may be largely prevented by correct diet and proper exercise. New cases of diabetes appear with almost mathematical regularity — tens of thousands each year in this country. But a person who showed no trace of the disease last year and now finds unmistakable symptoms has little cause for anxiety. In all probability his case can be fully controlled by proper diet, exercise and the use of insulin.

Still a grave danger remains. Insulin has such a tonic effect on a diabetic that he sometimes makes the mistake of regarding himself as cured. He must be reminded that if he lets his lion, Diabetes, get out of control he runs a risk which may be fatal. As long as he keeps his lion caged he is safe.

METROPOLITAN LIFE INSURANCE COMPANY FREDERICK H. ECKER, PRESIDENT





The glorious tone of the PHILCO Inclined Sounding Board "X" Models is available also in these conventional cabinets.

15DX								\$2	250
23X	Rad	oib	Ph	one	ogr	apl	'n	\$1	95
15X	(111)	usti	ate	ed)				\$1	50
91X								\$1	00
43X	All	W	ave	3				\$1	00
47X	Dir	ect	Cu	irre	nt			\$1	00
71X								\$	80
Prices :	Sligh	itly	Hig	her	De	nve	ran	d W	/est

PHILCO-TRANSITONE AUTOMOBILE RADIO

As true and clear as the PHILCO in your home. All-Electric (No Extra Batteries) \$59.50 and \$89.50—Complete and Installed.

Here's something really new in radio — PHILCO Lazy-X! A radio that you can listen to in absolute ease and comfort. A radio that doubles the number of stations and variety of programs you enjoy—by making it so easy to change from one to another.

PHILCO Electrical Remote Control is simple—convenient. From the beautiful Control Cabinet right beside your chair, you select the program you want and bring it in just as you want to hear it. You change stations—adjust volume—control tone by a mere flick of your finger.

All the glorious beauty of PHILCO tone—the tone quality only the patented inclined sounding board makes possible—comes to you at its best from the beautiful Sound Cabinet across the room.

Lazy-X is complete. There are no extras to buy. It is PHILCO'S supreme achievement in producing Balanced Unit Radio.

PHILCO offers the great, new Lazy-X in two models — both with electrical remote control — the superb 14 Lazy-X at \$150—and a smaller 19 Lazy-X at \$100 for those who do not require quite so much power and distance. The height of radio luxury at less than half the previous cost of mechanical remote control.

Lazy control with built-in speaker in the 19 Lazyboy at \$65.

See Lazy-X at the nearest PHILCO radio dealer's store or, better still, try Lazy-X for 2 or 3 days in your own home. Hear it. Buy it. Relax and enjoy the last word in radio performance and convenience.

PHILCO . PHILADELPHIA . TORONTO . LONDON

BOAKE CARTER—the newest sensation of the airwaves—PHILCO'S news commentator and editorialist daily from Monday to Friday 7:45 P. M. (E.S.T.) over the following Columbia stations, WABC, WNAC, WCAO, WGR, WBBM, KMBC, WCCO, WCAU, WJAS, KMOX, WJSV, WHK, CKOK, WHAS, WBT.

PHILCO REPLACEMENT TUBES IMPROVE
THE PERFORMANCE OF ANY SET

PHILCO

Amusical instrument of quality

Keep Them Husky



F YOUR child has never been brought into close contact with anyone who has tuberculosis, you can count yourself lucky because boys and girls are more susceptible to the disease than grown people. Most children who pick up tuberculosis germs get them from someone who has an active although often an unrecognized case of the disease.

Whenever a child is found to be infected, there should be an immediate search for the source of the infection. A child may be in daily association with an older person who is entirely unaware of the fact that he or she has tuberculosis which can be transmitted to others. The condition is probably thought to be chronic asthma or bronchitis.

However, why guess about possible infection? You can almost always find out by the simple tuberculin test whether or not your child has picked up any germs of tuberculosis.

If he has become infected, you will want to take the next step — have an X-ray

examination to learn whether or not any harm has been done or is being done. Even though the germs are lying dormant, an infected child ought to be under medical care and carefully watched.

Many tuberculosis experts are of the opinion that the majority of the active cases of tuberculosis in adult life are partly or largely traceable to infection in childhood.

Despite all the progress that has been made in fighting the disease, it still causes more deaths and more invalidism between the ages of fifteen and forty-five than any other disease. Be on guard. Use all the help afforded by science to protect your children.

If detected in its earliest form, most cases of tuberculosis can easily be controlled and arrested. But if cases are permitted to develop to the point where the familiar first signs appear—loss of weight, lack of appetite, indigestion, fatigue and a persistent cough — there comes a long battle which can be won only with expert medical care, proper food and rest.



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ONE MADISON AVE., NEW YORK, N. Y.

Without stirring from your chair... all that radio offers is yours!



With Electrical Remote Control. 2 Beautiful Cabinets — one for SOUND placed where you wish — one for CONTROL placed by your chair. Change stations — volume — tone — with a flick of your finger.

A musical instrument of quality

STOKOWSKI and The Philadelphia Orchestra...Ruth Etting and her love songs...Burns & Allen in mad comedy...Boake Carter with crisp comments on the day's news.

What a wealth of entertainment and education awaits you on the air! And it's all yours without getting up from your chair, with PHILCO Lazy-X.

The glorious tone quality of the PHILCO Inclined Sounding Board brings every artist into your home as if "in person".

The easiest, laziest way in the world to spend a glorious evening! See the new PHILCO Lazy-X models—one at \$150—one at just \$100. Lazy control with self-contained speaker in Lazyboy at \$65. Make your choice—at the nearest PHILCO dealer.

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15X-\$150

The glorious tone of the PHILCO Inclined Sounding Board X Models is available also in these conventional cabinets.

capinets.	
15DX	
23X Radio Phonograph	\$195
15X (Illustrated)	\$150
91X	\$100
	\$100
47X Direct Current .	\$100
71X	\$ 80
Prices Slightly Higher I	Denver
and West	

PHILCO-TRANSITONE AUTOMOBILE RADIO. A new and marvelous PHILCO engineering achievement. Just as true and clear as the PHILCO Radio in your home. All-Electric. (No Extra Batteries) \$59.50 and \$89.50—Complete and Installed.

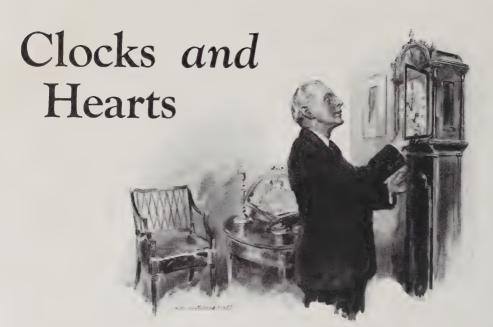
The PHILCO Inclined Sounding Board (Patented)

The Inclined Sounding Board preserves for you the sparkle and brilliance of the original performance. Brilliance lies in the high notes. High notes tend to travel in a straight line like a beam of light. Inclining the sounding board throws them up to your ears. Otherwise some of them would travel along the floor, never spread up to your ears, and you would receive something less brilliant than the original.

The large size of the Sounding Board brings you the low notes. Low notes spread out easily and it is not necessary to incline the sounding board to bring them up to your ears. But without inclining the sounding board, you would get a preponderance of lows and the reception would tend to sound "boomy".

PHILCO REPLACEMENT TUBES IMPROVE THE PER-FORMANCE OF ANY SET





Then you look at a beautiful clock which has kept almost perfect time for nearly a hundred years, you marvel at the skill of its maker.

However, it could not have kept ticking 31,536,000 times a year if it had not been regularly inspected and kept in good repair during its long life.

But far more remarkable than the old clock is the engine made for you by Nature, which pumps faster than the clock ticks—your own heart which has throbbed more than 35,000,000 times a year with no stopping for repairs. Your very life depends upon its continuing ability to pump blood to all parts of your body.

Do you take good care of your heart? It will serve you longer, make you happier, make your life more worth living if you do not abuse it and if you do not neglect it in case it beats too fast or too slow, too faintly or too violently.



A man with a bad heart—who has learned how to take care of it—frequently outlives men who persistently abuse their hearts. Some of the most efficient and useful people in the world have had heart trouble for years.

In sharp contrast to people who have real heart ailments are the many persons who worry about imaginary heart trouble. Indigestion, lung trouble or nervousness may cause symptoms near the heart, while the heart itself is entirely sound.

If you would keep your heart beating contentedly, like Grandfather's clock—seventy, eighty or perhaps a hundred years—give it attention—at least an annual examination by a competent doctor. He will tell you what to do if it needs help or special care. The Metropolitan will be glad to send you its free booklet, "Give Your Heart a Chance." Address Booklet Department 533-N.

Too prolonged overstrain at any age in life may cause heart trouble. There are, however, three general groups of heart difficulties:

FIRST—the heart troubles of young people caused by diseases of childhood. Rheumatic fever and rheumatism (associated with "growing pains," tonsillitis and stiff and painful joints) frequently cause heart disease. Diphtheria, scarlet fever and measles may injure children's hearts.

SECOND—heart diseases of middle-aged people resulting from syphilis, toxic poisoning, or focal infection in teeth, tonsils, sinuses and elsewhere.

THIRD—heart ailments of old people which may result from one of these definite causes or from hardening of the arteries.

Many people whose hearts have been damaged are adding years to their lives by hygienic living, rest and intelligently balanced exercise.

METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, PRESIDENT

ONE MADISON AVE., NEW YORK, N. Y.

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\$1875 to \$295

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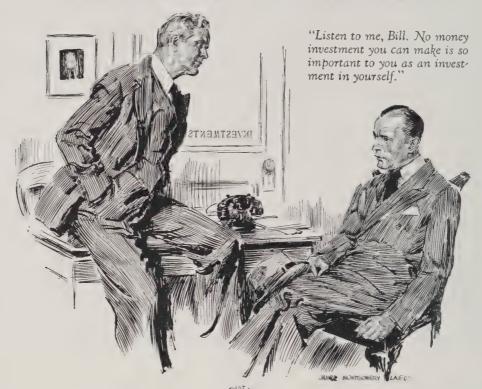
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music from Spain -symphonic music from Germany music from Spain—symphonic music from Germany . . . opera from Rome . . . other fascinating programs from the ends of the earth. Superb on domestic broadcasts, too! Costs no more than many less efficient models of ordinary receivers. Send for details, specifications and performance proofs. Plan to inspect our laboratories when at Chicago's A CENTURY OF PROGRESS. ------LICE TIME PROOF COUR

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1933

Booklet NGM

New York City

Established 1899

CANDLES THAT WARN A MOTHER

...her boy's
even chance may be
slipping away

THE day when he must fight alone
—beyond reach of Mother's help
—comes one stride nearer every year.
Will your boy be ready when he has
to start out in the world?

In the glow of birthday candles, Mother looks down the years ... and wonders ...

She knows the tense struggle that lies ahead for her son. In every line of work, the competition a boy faces these days is the stiffest anyone has ever stood against.

The call everywhere now is for trained men—college men. The boy who doesn't start even with these young leaders carries a handicap he may never be able to overcome. Your little lad might win through without this training. But figures prove the odds are all the other way!

You want an even chance for your youngster. You want to make sure things won't go hopelessly against him. Then why not guarantee for him today a full college training? You can do this—easily.

The Union Central Life, an old, conservative company which writes



all the accepted forms of life insurance, has a plan that is within your present means. You cannot start it too soon. Begin this Education Plan now while your boy is still small, and the cost is surprisingly low.

Then, whatever happens to family finances, whatever happens to you, your child will have his opportunity. He'll have the funds to put him through college.

Learn more about this unique, practical plan. A free booklet, "A Place in the Sun", will give you the interesting details...together with authentic figures on costs at each of 300 colleges. The coupon at the right will bring you this manual without obligation. Send it in...today.



☐ Please send me free details on the Education Plan as contained in the booklet, "A Place in the Sun."

Please send me free information on these other typical forms of protection you offer:

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City	
State	*******************************

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Glacier Park 1933 Rates Reduced

This is the year to see the Alps in America
 —Glacier National Park. Great Northern train
 fares are greatly reduced for the summer and
 so are the rates at hotels and chalets within the

Park. Write A. J. Dickinson, P.T.M.,705 Great Northern Railway Bldg., St. Paul, for particulars. Ask about lowcost all-expense tours.



A Radio GUARANTEED to give WORLD-WIDE RECEIVE broadcasts RECEPTION

RECEIVE broadcasts from Europe, the Orient, Australia—'most anywhere on the globe you choose—direct! This new, laboratory-built instrument of precision engineering is guaranteed to tune in foreign stations 10,000 miles or more away, with full loud speaker volume and natural tone fidelity, at all seasons. What a way to broaden your world-culture! Hear press dispatches from England's stations... typical national



SCOTT ALLWAVE DELUXE
15-550 Meter Superheterodyne

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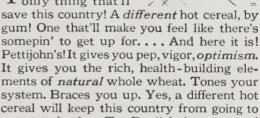
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	DELUXE, 15-550 Meter Superheterodyne Radio Receiver.
	Name
	Street
	Gth.

What this country needs

is a <u>different</u> hot cereal!

Here it is. Flavory flakes of real whole wheat. Cooks done in 3 to 5 minutes. Tastes like a million dollars.

YES, SIR. That's the only thing that'll



the dogs. Try Pettijohn's tomorrow!



Pettijohn's

Rolled Wheat with All the Bran

Equal to extra help without

without its cost

Now only

\$1875

Complete with juice extractor, two jade green bowls, automatic mayonnaise oil-dropper.

MIXMASTER

Does all the tiring arm-work of preparing meals and in a small fraction of usual time. For complete food mixer service ask for MIXMASTER—tit does more things better. Sturdier, easier-to-use, finer attachments, more powerful. PORTABLE—use either on or off the stand. Self-turning bowls, tilt-back motor, 3 speed control. The only mixer that will not interfere with radio reception. Chopper-grinder, power can opener, silver polisher, potato peeler, etc., attachments at small extra charge. If not at your electric light company or dealer's, write Chicago Flexible Shaft Company, 50fl. Roosevelt Rd., Chicago. 43 years making QUALITY products. MIXMASTER is one of



Mixes
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Whips
Shreds
Juices
Grates
Chops
Grinds
Beats
Slices
Peels
Potatoes



Saved . . . from the menace of a 'lopsided' diet

Every time you fill your canary's cup with ordinary bird seed, you risk his song and health. He may get plenty to eat, and yet be undernourished because of a 'lopsided' diet.

Feed your canary French's Bird Seed and know he will be getting a full share of proteins, minerals, vitamins and carbohydrates—a perfectly balanced food mixture of choice, wholesome seeds.

French's Bird Seed is clean seed, too — airwashed to remove the "diet of dust" menace.

EXTRA VALUE-a French's Bird Biscuit-an important factor in a balanced diet-FREE in every package of French's Air-Washed Bird Seed.

rench's Bird Seed

FREE ONE WEEK'S The R. T. FRENCH COMPANY 2105 Mustard St., Rochester, N. Y. Send me sample package of French's Bird Seed and French's Bird Biscuit — FREE. Name Address_ If you want Free "Canary Book" check here ()

It now costs 62% less to heat Mr. Witham's home





Iron Fireman automatic coal heating is an economy!

• Last year W. Stuart Witham, Jr., Vice-President of the Georgia Savings Bank & Trust Company, Atlanta, heated his home automatically with an Iron Fireman for \$104.00. The year previous the cost of hand-fired coal was \$276. In one year Iron Fireman made an actual fuel saving of \$172.00, or 62 per cent. Writes Mr. Witham: "Iron Fireman has performed perfectly—has cut my fuel consumption about half, in addition to giving an even temperature-100% satisfied."

Iron Fireman fuel economy comes from its ability to burn the smaller, cheaper sizes of coal in a scientific, wasteless way. Better heat is secured from this inexpensive fuel because it gives off a steady flow of mellow warmth that penetrates the whole house, and eliminates the too hot or too cold experience that comes from the "pop on" and "pop off" types of automatic firing devices.

Investigate Iron Fireman now. Ask your dealer to make a survey of your heating plant and give you facts on Iron Fireman's economies and advantages. Don't endure another winter with present firing methods when Iron Fireman can give you so much better heat for so much less money. Iron Fireman can be installed in your present heating plant, and can be pur- Iron Fireman is made in a range of chased on easy monthly payments. Use the coupon.



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Automatic Coal Burner

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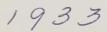
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NEW "MAGIC BRAIN"

makes World-Radio doubly exciting!



An Exclusive RCA Victor Development:

You hear every tone with higher fidelity. You reach far more stations.

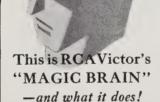
You tune in all world broadcasts with far greater accuracy and ease.

You get the exclusive RCAVictor "X" band.*

EVERY evening finds thousands of stay-at-home radio listeners on their way to Africa... from Africa to Asia... from Asia to Rome, London, Paris, Madrid, Australia... anywhere! Worldwide radio is now doubly thrilling!

For RCA Victor has perfected all-wave reception and higher fidelity tone—with the "Magic Brain". It thinks straight. So concentrates on a wave band that it can't hear unwanted signals... doing one thing at a time—well!

Crystal-clear higher fidelity



The action of RCA Victor's "Magie Brain" is so lifelike that we compare it to a human brain. The RCA Victor "Magic Brain" directs the selection and reception of radio broadcasts from all over the world. It thinks for you . . . brings you the world-wide programs you want. You hear a higher fidelity tone performance . . . never before equalled!

tone makes these sets supreme in reception. Only RCA Victor has the vast experience of radio, Photophone High Fidelity system for the talkies...and 33 years of Victor knowledge.

You have to *live* with your radio
—you want it good looking. RCA



CONSOLE MODEL 281, "Magic Brain" superheterodyne, five all-wave broadcast bands, masterful performance, in cabinet of beautiful finish. \$225.

*"X" band in all sets with 8 tubes or more, gets U.S. Gov't. Aviation Weather Reports.

Victor asked a famous designer to exert his best efforts in cabinet beauty. He did so! See, at RCA Victor dealers, the "Magic Brain".

Standard Broadcast Radios **818.75** to \$99.50...Two-Band Radios \$39.95 to \$75..."Magic Brain" Radios \$69.95 to \$225... Radio-Phonographs \$39.95 to \$375...Auto Radios \$52.50 to \$59.95...Air-Cell Battery Radios \$39.65 to \$78.95. All sets energized with RCA Micro-Sensitive Radio Tubes.

All prices F. O. B. Camden, N. J., subject to change without notice. Any short-wave radio should be equipped with RCA World-Wide Antenna System



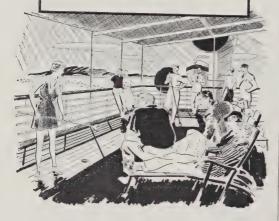
RCA VICTOR RADIO

RCA VICTOR COMPANY, INC., ONE UNIT OF RADIO CORPORATION OF AMERICA...THE WORLD'S LARGEST RADIO ORGANIZATION. OTHER UNITS: NATIONAL BROADCASTING CO., INC....R. C. A. COMMUNICATIONS, INC....RCA.RADIOTRON CO., INC....RADIOMARINE CORPORATION OF AMERICA

Havana, through the Panama Canal, is bound to be a pleasure. But when you make this 5,500 mile, two weeks' cruise on one of the Round the World President Liners you add a lot of thrills... for you make it on a real world-traveling ship, with entertaining men and women from far corners of the earth.

Round the World President Liners sail every other week from New York to Los Angeles and San Francisco... and Trans-Pacific President Liners sail in the alternate weeks. First Class fares are from \$140 on Round the World Liners; slightly higher on Trans-Pacific Liners.

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FIRST \$ 140 CLRSS

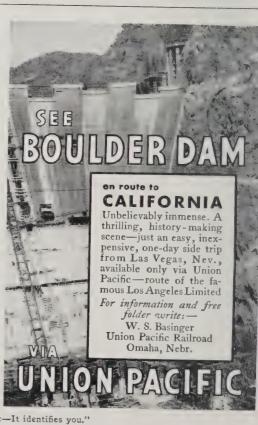


Every stateroom is outside, large and airy—with fine, modern beds... spacious decks and public rooms and outdoor swimming pool... Menus justly famed. And, of course, you may stop over en route as you choose, continuing on the next or a later President Liner.

Your own travel agent, or any of our offices (New York, Boston, Washington, D. C., Toronto, Chicago, Cleveland, Seattle, Portland, San Francisco and Los Angeles) will be glad to tell you all about this service ... about Round America trips (one way by President Liner, one way by train—from \$230 First Class; or by plane across the continent)... and about the unique Orient and Round the World cruises these famous liners offer at surprisingly low fares.

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Have the fun ... thrills ... adventure of a

RADIO TOUR



A "First Night" in Hollywood-get the thrill of it on a Radio Tour!



Sioux Indians in the Black Hills stage a primitive tribal dance — what an adventure on a Radio Tour!



Ride your Radio to the Mardi Gras ... get all its glamour and color touring via Radio!



...re-tube with new Cunninghams or RCA Radiotrons—get in the game!

TERE'S a chance to get in on the greatest game

Throw out old, worn-out radio tubes

HERE'S a chance to get in on the greatest game ever devised for radio set owners! Don't confine yourself to five or six stations... there are more than 650 to choose from. A turn of the dial and you're touring North America! In Miami, hear a dance under a warm tropic moon... get the thrill of the Mardi Gras in New Orleans... a "First Night" in Hollywood... pick up Mexico City... From Maine to California, the game is on—get in it! Here's all you need to start playing: A good radio set, with a good antenna system—plus a new set of Cunningham radio tubes or RCA Radiotrons.

Have your dealer test your tubes!

Don't be held back by weak, worn tubes. Step out tonight with the world's finest—the only tubes guaranteed by RCA... built with 5 great new improvements undreamed of when most people bought their tubes. Send for a large 4-color "Radio Tours" map showing all the radio stations in the United States, Canada and Mexico, with call letters and kilocycles... And the remarkable new "Radio Set Performance Yardstick" devised by RCA engineers. It tells you whether your set is in excellent, good, fair or poor operating condition. Get this exciting booklet "Radio Tours" with the new "Radio Set Performance Yardstick" from your dealer or send 10c in stamps to cover handling and mailing to RCA Radiotron Co., Camden, N. J.

Runningham Radiotron

Please send your illustrated folder "Radio Tours" with station map and "radio yardstick". I am enclosing 10c in stamps for postage and handling.

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TWATER KENT offers new values in world-wave RADIO

ALL-WAVE-Model 318-Kleft)—true world-wide reception. An 8-tube superheterodyne with 9 tuned circuits, tuning range from 540 kilocycles to 22.5 megacycles, in 4 separate tuning bands, with 2-speed tuning control and illuminated shadow tuning.

\$89.90 f.o.b. factory

FOREIGN SHORT WAVE and BROADCAST-Model 325E -(at right)—3 tuning ranges on airplane dial cover foreign sta-tions, and all American broadcasting, 2-speed tuning, 3-point tone control, 5 tubes, 3-gang condens-ers, 11-inch speaker, beautiful cabinet. \$49.90 f. o. b. factory

AC-DC BROADCAST and POLICE-Model 825-(directly below) — a personal radio that is easily carried wherever you go, operates on either AC or DC current. 5 tubes. Full-size speaker. \$34.90 f.o.b. factory

FOREIGN SHORT WAVE and BROADCAST-Model 145 (at bottom) — 5 tubes, 6 tuned circuits, 3 tuning ranges in separate bands on illuminated airplane dial. Hears foreign stations as well as all American broadcasting.

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Prices subject to change without notice.



EVERYTHING YOU COULD ASK OF RADIO IS HERE! PRICES RANGE FROM \$22.50 TO \$240.00 F.O.B. FACTORY

ALL-WAVE radio, foreign short-wave and broadcast, broadcast only, DC Radio, AC-DC, sets for battery, and 32-volt power, Motor-Car Radio, and the new Atwater Kent Tune-O-Matic-the biggest radio news of 1935-a radio that starts itself, stops itself, changes from station to station automatically.

FOR SHORT-WAVE RECEPTION, THE NEW ATWATER KENT DOUB-LET ANTENNA GREATLY REDUCES BACKGROUND NOISE AND IN-CREASES VOLUME ON DISTANT STATIONS.

THERE never was a time like today to buy a radio, with all the broadcasting wonders of the world yours for the turning of a dial. It is all the more the time to be sure of known quality in the radio you select. Fine materials and precision workmanship make an Atwater Kent today's value in radio-proved so by years of quality performance.

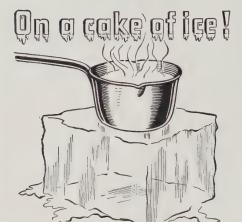
Four of the new Atwater Kent Radios are shown. These, and all the 23 others, from the smallest compact to the greatest console, bring you a more truthful tone, whether you are listening to far-flung foreign stations or to the station nearest your home.

Buy a new 1935 Atwater Kent Radio. Get everything the air offers and keep getting it through years of trouble-free service.



ATWATER KENT MANUFACTURING CO. · A. Atwater Kent, Pres. · PHILADELPHIA, PA.

BOILING ASSO SOF AGE HOT



It seems like black magic to some, but—a pan of clear liquid will boil merrily if placed on a cake of ice. Of course, the liquid must be of extremely low boiling point, like liquid air, at minus 318° Fahrenheit. The ice is so much warmer than the liquid air that it actually causes it to boil.

Apparent paradoxes of heat and cold are common. In Winter, if a motorist uses an anti-freeze with a boiling point lower than water, sooner or later it boils off. Then, his car "freezes" ... that is to say: Tiny particles of ice in the radiator-core clog the circulation and cause over-heating around the engine-head. Thus in coldest weather his car boils ... boils away the anti-freeze, and badly damages the car with heat. Magic? No—carelessness!

A sure guarantee against such a dilemma is Eveready Prestone—the all-Winter concentrated anti-freeze. It is undiluted, guaranteed one-shot protection, down to 60° below zero, if desired. Prevents "freeze-up," rust, and corrosion. It will not boil off, and is absolutely odorless.

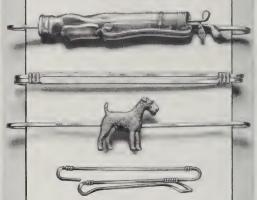
Full protection so inexpensive!

Read the full guarantee and protection chart in this issue's two-page Eveready Prestone advertisement. Here you will see how inexpensively your car can have Eveready Prestone protection all Winter long.

A NEW IDEA IN A TIE HOLDER



Craig Wood, famous golfing star, wearing Krementz Free-Action Tie Holder with Collar Holder to match.



Side view. Tie slips through upper loop
—clip below attaches to shirt.

Your tie goes through the loop and moves up and down with the natural movement of the body. The front of the holder extends across your tie—a smartly decorative loop or bar of gold. Single Tie Holder, \$2.50 to \$4.00. Combined with soft Collar Holder in gift box, \$3.50 to \$5.00. Krementz Quality Jewelry is sold by better dealers everywhere.

KREMENTZ & CO., NEWARK, N. J.

K R E M E N T Z
FREE-ACTION
T I E H O L D E R S

Christmas in a Hundred Lands YOURS NOW WITH RCA VICTOR'S "MAGIC BRAIN"



HOW RCA VICTOR'S "MAGIC BRAIN" WORKS

Inside RCA Victor all-wave sets is an uncanny governing unit—a part of the regular circuit and tubes. Human in its thinking, we compare it to the human brain. You choose the broadcast—from no matter where in the whole world. Then, watchman-like, it keeps out undesired radio signals. It concentrates on the one you want and makes it four times stronger. Each tone has higher fidelity...and you hear, directed and blended by "Magic Brain", the fullest possible performance from the whole set—in a quality reception heretofore unequalled.

MAGINE the thrill of it! Tune in Christmas morning...and hear joyous celebrations in many foreign lands! That's the treat in store for you with RCAVictor's all-wave radios with the now famous "Magic Brain".

As explained above, this "Magic Brain"—after first selecting the one program you seek—brings faithful and uniform higher fidelity tone. Every sound, from the tinkle of a Moscow sleigh bell to a castanet from Madrid is real, living! Truly the "Magic Brain" releases world-radio's supreme thrills.

Not only are far away stations yours, but domestic stations are far more clear... you can tune in everything more accurately plus the exclusive RCA Victor "X" band that brings you hourly government weather reports.

Never before has RCAVictor—the leaders for



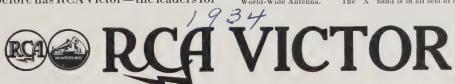
"MAGIC BRAIN" MODEL 242...Superheterodyne, continuously variable tone control, electro-dynamic speaker—all short waves; all domestic stations, "X" band. New neo-classic cabinet design. \$119.50

35 years in the sound recording and reproducing industry—made such a superb set, and rare beauty of cabinet design matches performance.

What a gift a "Magic Brain" set will make! Surprise your family with one this year. Go to any RCA Victor dealer, see, hear and buy a "Magic Brain" radio. Prices match the times.

A RADIO AND A PRICE FOR EVERYONE!

RCA Victor instruments priced from \$18.75 to \$375.00 including Standard Receivers, Auto Radios, Air-Cell Battery Radios and Radio-Phonographs. All RCA Victor instruments equipped with RCA Micro-Sensitive Radio Tubes. All prices F. O. B. Camden, N. J., subject to change without notice. Any short-wave radio performs better with an RCA World-Wide Antenna. The "X" band is in all sets of 8 tubes or more.





OR the past 5½ years every SCOTT has been an all-O wave receiver . . . which means that for 4½ years SCOTT owners actually have enjoyed what is just now being promised by other radios. Such leadership deserves your recognition; it sounds loud above the clamor of the crowd.

Custom construction to the most exacting scientific standards, gives the SCOTT ALL-WAVE Fifteen perfected reception on every channel between 13 and 550 meters. Warranted to outperform any other receiver during a 30-day trial period in your home, and its every part (except tubes) is guaranteed for five years. "Tone-truth"—a daring innovation in speaker arrangement and console design, gives the SCOTT ALL-WAVE Fifteen a new charm of tonal beauty and exact-image reproduction never before known in radio. Send NOW for details and PROOFS!

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with THIS RADIO!

SCOTT ALLWAVE DELUXE 15-550 Meter Superheterodyne

Original in charming design . . . efficient in acoustic quality, SCOTT CONSOLES are made exclusively for this receiver in the choicest of woods by cabinet crafts-men of recognized skill.





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Send me full particulars regarding the SCOTT ALL-WAVE DELUXE, 15-550 Meter Custom-built Superheterodyne Receiver.
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 NOW you can travel One-Class to the Orient! Portland-Yokohama \$160, Kobe \$165, Shanghai \$185, Hong Kong \$200, Manila \$200. Round-the-World tours, \$495.

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> or American Express Company 65 Broadway, New York or any office of the American Express Company or Thos. Cook & Son—Wagons-Lits, Inc.

FASTEST across the Vacific

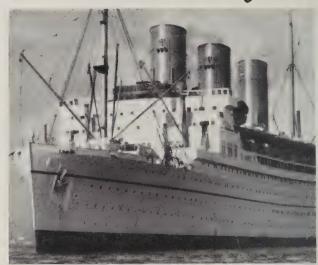
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Two sailings a month from Vancouver (trains direct to ship-side) and Victoria.

Get information, schedules, rates.



RECORD SPEED TO ORIENT

SISTER "EMPRESSES"

REACH YOKOHAMA IN 10 DAYS!

Speed! Empress of Asia and Empress of Russia make Yokohama in 10 days flat, via Direct Express Route. Typical "Empresses," these proud sister ships offer spaciousness and solid comfort in addition to speed!

Frequentsailings from Vancouver and Victoria. First, Tourist, Third Class. Fares include passage from Seattle. Reduced round-trip fares. If you sail from San Francisco or Los Angeles, you can connect at Honolulu.



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Canadian Pacific

WORLD'S GREATEST TRAVEL SYSTEM







IT IS ONE THING to get...FOREIGN STATIONS...AND ANOTHER TO enjoy THEIR PROGRAMS

SHORT WAVE broadcasting in foreign countries adds a thrill to radio that you don't want to miss. But you want more than that thrill when you buy your new radio. You want a radio that lets you enjoy foreign programs. You want an Atwater Kent Radio.

In the 27 new sets for 1935—four of which are shown on this page—Atwater Kent gives you every proved improvement that

is known to radio science—at prices that make each set an outstanding value. Your dealer will show you others: DC models, sets for battery or 32-volt power, AC-DC radio, Motor-car radio, and the marvelous new invention, Atwater Kent Tune-O-Matic Radio—prices range from \$22.50 to \$190.00 (subject to change without notice).

FOR SHORT-WAVE RECEPTION, THE NEW ATWATER KENT DOUBLET ANTENNA GREATLY REDUCES BACKGROUND NOISE AND INCREASES VOLUME ON DISTANT STATIONS. ALL-WAVE—Model 112S (directly above)—by scientific tests for fidelity throughout entire range of musical sound, this 12-tube superheterodyne is the finest radio Atwater Kent ever built. And we know of no other radio that is its equal at ANY price.

\$180.00 f.o.b. factory

ALL-WAVE—Model 559N (at left above)—A revelation to even the most technically-minded buyer, this radio offers complete world-wide, all-wave reception through 4 tuning bands, 540 kilocycles to 18 megacycles, 9 tubes, 2-speed tuning, visual shadow tuning, 6-gang condenser, 11-inch speaker. \$119.50 f.o.b. factory

FOREIGN SHORT-WAVE and BROAD-CAST—Model 206 (in front at left)—6-tube superheterodyne, hears foreign stations, police, amateur, airplane, and all American broadcasting. Remarkably free from background noises.

\$49.90 f.o.b. factory

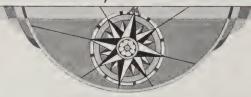
STANDARD BROADCAST—Model 944 (in front at right)—4-tube superheterodyne receives all regular broadcasting and police band. 8-inch electro-dynamic speaker and precision construction give it excellent tone quality.

\$22.50 f.o.b. factory

ATWATER KENT MANUFACTURING COMPANY . A. Atwater Kent, President . PHILADELPHIA, PA.



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New Fall terms are starting now in the institutions listed on this page. Inquiries directed to them will receive prompt and thorough attention. "Mention the Geographic-It identifies vou."

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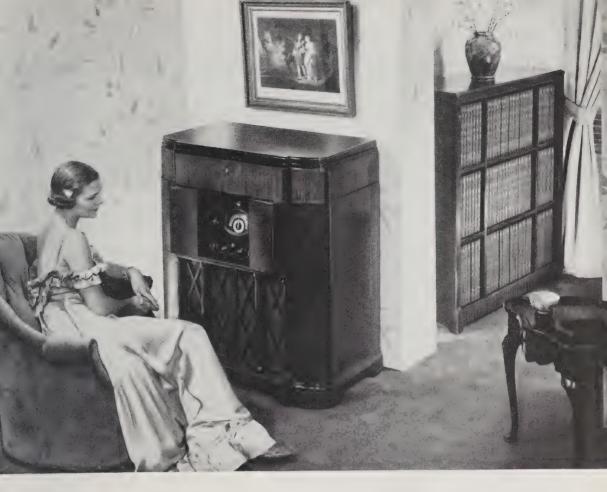
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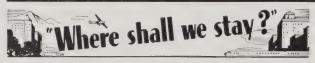
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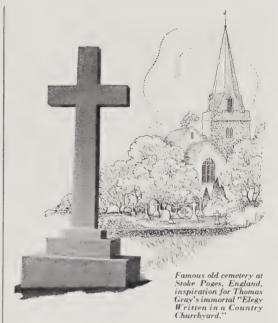


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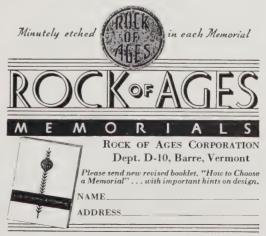


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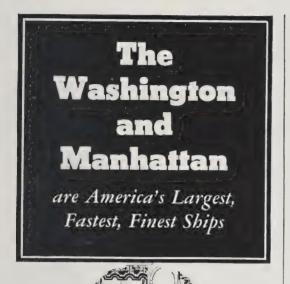
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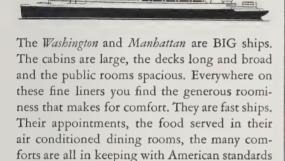
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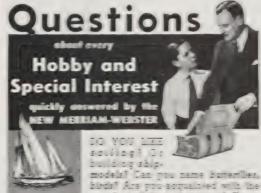
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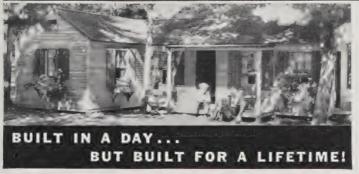
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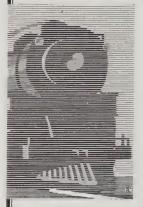
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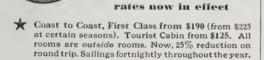
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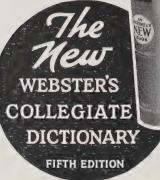
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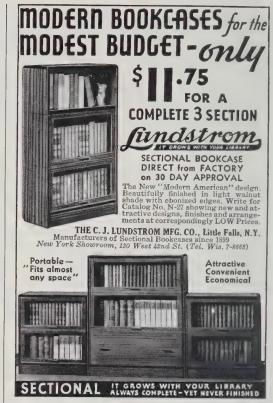
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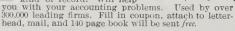


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A TOKYO TOOTHPASTE FACTORY EMPLOYS 350 GIRLS, 70 MEN

In this modern concrete building equipment is up-to-date. The women workers fill the tubes, paste on labels, and pack the finished product in cartons (page 116). Since no stools are provided, girls must stand all day in stooped positions.



Photograph from The Tokyo Asahi

TO RADIO MUSIC A FAMILY FASHIONS ARTIFICIAL FLOWERS

The living-room workshop has not long known this modern innovation, but the industry is old. Japan exported hand-fashioned blossoms to the value of \$58,000 in 1935.

As one enters theater or motion picture house, again one sees young women and girls. They sell the tickets and usher patrons to their seats. The ushers wear Western dress—blue, brown, or green, according to the house they serve—and white collar and cuffs. Their hair is waved, and

they look very chic.

In hotels and inns, whether native or modern, in restaurants and teahouses, in railway diners, the young woman serves as waitress. In old-style inns, and in many restaurants, the girl moves demurely about, clad in a kimono; in other places, she is ultramodern in dress, with the latest style of white-lawn apron and cap. Sometimes she works as bellhop, dressed in a fetching costume of blue trousers, bright-red coat, brass buttons, and blue cap (page 108).

In places little frequented by foreigners one must stay in Japanese inns where the kimono-dressed maids know no English.

TOOTHBRUSH FURNISHED, BUT NO SOAP

When I motioned that I wanted to wash, a maid led me to a washroom for use of both men and women. To my surprise there were neither towels nor soap. These the guest himself is supposed to carry. However, in the room are comb and toothbrush, both in paper covers, and a clean kimono laid out for use.

Everyone uses the common bath, but meals are served privately. A maid brought in my meal on a tray, set it on a low table in front of me as I sat on the floor, and knelt opposite me to replenish my rice bowl

and pour the tea.

In the native inns most of the work is done by women and girls. A row of kneeling maids greets the guest at the entrance and bows low to the floor. Then one comes forward, gives the guest slippers (shoes must be left at the outside entrance), and leads him to his room.

This maid conducts the guest to the bathroom, brings meals, makes up the bed on the floor and carries it away in the morning, sweeps up the room and takes care of clothes.

When a guest leaves, it is she who accompanies him to the door and puts out his shoes. As he looks back from the street, she is standing at the outer gate smilingly bowing him farewell.

Then there's the bus or tram girl who works on the bus routes that extend everywhere in Japan, and to a lesser extent in Taiwan (Formosa) and Chosen (Korea).

Each bus carries two operators—the man driver and a girl, 15 to 20 years old, who in addition to traveling five or six hours a day does garage work.

The girl collects the tickets and jumps off and on at every stop to help passengers. She calls out the stopping places, and on scenic routes gives a sight-seeing travelogue (page 114).

On a trip I took from Aomori to Lake Towada in northern Japan, one led the sight-seers up to the top of a mountain and pointed out the interesting spots of the landscape.

At the filling stations, one generally finds women or girl attendants. Clad either in kimono or in Western dress, they fill the tank and check the oil and air (page 103).

Besides these miscellaneous occupations, the women of Japan are employed in all

types of manufacturing.

In the large cities such as Tokyo, Osaka, and Nagoya, are Western-type factories. Some of these are thoroughly up to date—cement buildings, large windows, running water and modern toilets, clinics, and lunchrooms.

IN A TOOTHPASTE FACTORY

I visited such a plant, a toothpaste factory in Tokyo, where the majority of the jobs are filled by girls—350 girls and only

70 men (page 115).

The girl workers were filling tubes, pasting on labels, and packing the cartons. Their work did not seem arduous, except that they were provided with neither chairs nor benches. They stood at long tables from seven in the morning until five in the afternoon. Forty minutes for lunch and two rest periods of ten minutes each were their only chances to sit down.

The manager who showed us around pointed proudly to the rooms where the employees changed from street to work clothes, and to the laundry with running water where the uniforms were washed. I asked him who washed the uniforms, and he replied that each girl was required to wash her own suit once a week at any time she chose outside of working hours.

In a stocking and rubber shoe factory near Osaka again the majority of workers were women and girls—4,000 girls to 1,000 men. Some worked at sewing machines, others packed the finished product. The girls wore white cloths over their hair, but



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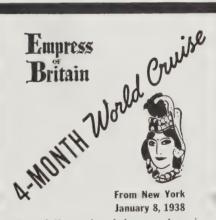
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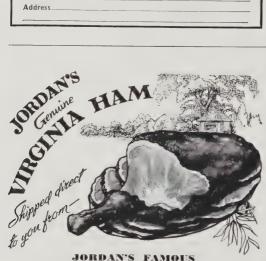
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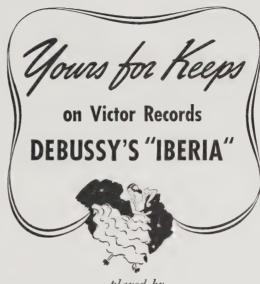
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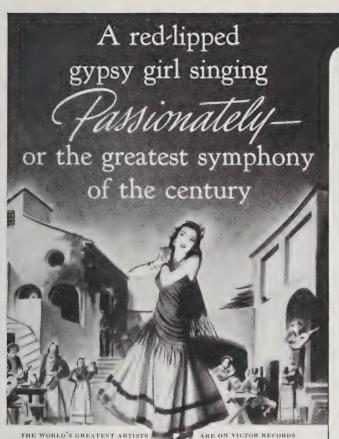
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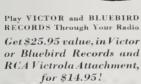
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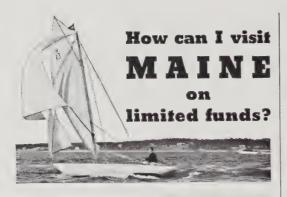
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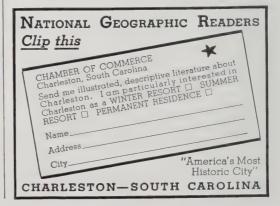
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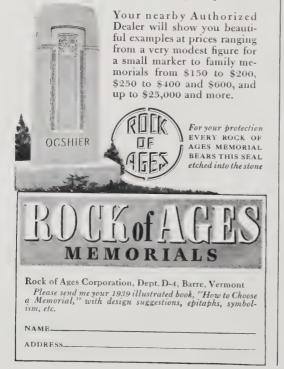
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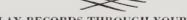
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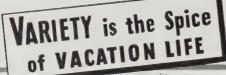
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Shortest, Fastest Coast-to-Coast

ONLY THIS

Embodied in the new Zenith F-M Radio are a number of ingenious inventions and many important features based upon the experience of Zenith engineers with F-M broadcasting and receiving. These inventions and features as well as the Radiorgan—secret of tone mastery—are found only in Zenith.

FREQUENCY MODULATION IS HERE TENITH has it!

with 3 types of radio reception in one set

- -today there are 3 types of radio reception.
- -first-the new way of Frequency Modulation which offers clear, noise-free reception with high fidelity.
- —the other two types are Standard Broadcasting and Short Wave.
- —the new Zenith Microstatic Radio for Frequency Modulation Reception receives
- Standard and Foreign broadcasts, as well as F-M—and combines all three.
- -the Radiorgan-exclusive with Zenith-gives tone mastery on all stations.

Added to basic F-M design are the special F-M discoveries of Zenith research engineers, giving exclusive advantages to a new and highly desirable type of broadcasting and receiving.

NEW INVENTION • IT'S DIFFERENT



* Pacific Coast prices

LONG DISTANCE RADIO

ZENITH MICROSTATIC F-M
RADIO (Model 10-H-571)
RADIO (Model 10-H-571)

RADIO (Model To-Receives standard and F-M-domestic and direct foreign and short wave. Automatic push button tuning. High Frequency diffusing sound deflector. tuning. High Frequency diffusing sound deflector. Bass reflex Chamber. Dual Wavemagnet. Double Limiter. Radiorgan and other distinctive features. Also in Chairside Model.

For over five years only Zenith has guaranteed "Europe, South America or the Orient every day or your money back." (on short wave sets)

AMERICA'S OLDEST MANUFACTURER OF FINE RADIOS FOR THE HOME

"Mention the Geographic-It identifies you."

To Reggy-for marrying me in the first place...

for bringing up our children-while I mostly sat back and gave advice.

for the 2,008 pairs of socks you've darned.

for finding my umbrella and my rubbers Heaven knows how often!

for tying innumerable dress ties.

for being the family chauffeur, years on end.

for never getting sore at my always getting sore at your bridge playing.

for planning a thousand meals a yearand having them taken for granted.

for a constant tenderness I rarely notice but am sure I couldn't live without.

for wanting a good watch ever so long . . . and letting your slow-moving husband think he'd hit on it all by himself.

for just being you . . . Darling, here's your Hamilton with all my love!

This Christmas-give a Hamilton-America's most beautiful watch. Hamilton makes only high-grade watches, \$37.50 to \$5000. See the new models at your jeweler's, or write for folder. Hamilton Watch Company, 424 Columbia Ave., Lancaster, Penna. Note: Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade that Hamilton makes. The Watch of Railroad Acouracy

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PAIGE. 19 jewels. 14K natural goldfilled. Black zone gilt dial.....\$55 EMERSON. 17 jewels. 10K natural goldfilled, 18K applied gold numerals . \$45

DORIS. 17 jewels. 14K natural goldfilled. 18K applied gold numerals . . \$45

VENITA. 17 jewels. 14K coral gold. Marker-Roman numeral dial, \$60

(A10). 17 jewels. 10 diamonds set in 14K white gold \$100

LADY HAMILTON LINDA. 17 jewels, 14K natural gold. Black numeral dial, applied gold dots. \$55









JOU don't play the horses... I cards...dice...or the stock market...so you say you don't gamble!

But you're a gambler just the same...and with a stake worth more than money...if your family rides on tires that are not equipped with Goodyear Life-Guards.

It's a typical gambler's excuse to say..."Oh, blowouts don't happen often...they won't happen to me." That's just plain betting against the odds...because blowouts do happen every day, to new and old tires.

And if a blowout does throw your family into a post or the

ditch-or into the path of an oncoming car - you'll suddenly realize that you've been betting not just with dollars, but with lives you wouldn't trade for all the money there is!

Goodyear LifeGuards take all the danger out of blowouts... they are sold everywhere by tire dealers and new car dealers... the cost is moderate.

There is no reason for your not having them except your own neglect or your bet that an accident won't happen to you.

So if you say you don't gamble -and you mean it...why not see about getting LifeGuards in your tires.

For Complete Motoring Safety ... 4-Wheel Brakes ... All-Steel Body ... Safety Glass ... and

LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company





tube. In sizes available, replaces conventional tube. Should outer tire and tube collapse, LifeGuard remains inflated. You brake and steer safely.



MONUMENT

to an Engineer's Hobby

by Westinghouse



- Just a few weeks back a small crowd gathered on a hilltop in the Alleghenies to pay their respects to the station that had pioneered all radio broadcasting. The station they were honoring was KDKA; the occasion, the dedication of a new 50,000 watt transmitter located at Allison Park, near Pittsburgh.
- Present at this ceremony were many people who nineteen years before had heard and participated in the first official broadcast ever made—the announcement of the Harding-Cox election returns on November 2, 1920. Since that historic day radio broadcasting has developed so rapidly, extended its sphere of influence so far, that not many are aware of its humble beginning.
- It all started in the garage of a young Westinghouse engineer. He was such a stickler for accuracy that he couldn't even tolerate a few seconds variation in his vest-pocket watch. To satisfy this whim, he rig-

ged himself up a crude radio receiving set of the type that was then known as a "cat's whisker", so he could pick up the time signals sent out at regular intervals by the Naval Radio Station at Arlington.

- Out of this hobby came a prodding urge to make radio something more than a signalling device for the benefit of ships at sea. With the help of others, this young engineer eventually established station KDKA and immediately a new voice was heard in the land.
- For the first time a church service was broadcast over the air; the first broadcast of a presidential inauguration was heard; radio announcements of baseball scores, time signals and market reports became a daily feature of this new public service.
- When we remember the flaming speed of radio broadcast development since 1920, it is amazing to find the pages of history attributing so much pioneering to a single station. And so the installation of this new equipment is consistent with Westinghouse's desire from the very beginning to extend radio's usefulness and improve the quality of both programs and reception.
- All this means a great deal to you who are within the sound of KDKA's new voice. That takes in about everybody, for in addition to the standard KDKA broadcasts, short wave programs from the same studios over station WPIT (formerly W8XK) are heard around the world.
- In addition to KDKA, the familiar call letters of Westinghouse stations WBZ, KYW, WOWO and WGL are further indication of our association and interest in this important and exciting industry.



CANADA

Citizens of the United States in large numbers visited Canada last year for holiday recreation, education and business. If you were a visitor, we hope your stay in Canada was a pleasant one and that you will visit our country again. We extend to all who were not among our visitors a cordial invitation to come to Canada this year to see our wonderful country.

To visit Canada you have only to cross the most peaceful International Boundary in all the world. You do not require a passport.

You may move about as freely as you do in your own country. You may leave Canada with the same informality and ease.

Canada is a country of varied scenery and climate. It provides for visitors unsurpassed seashore and inland lake retreats, mountains and great National Parks; and hunting and fishing to delight the sportsmen. In Canada, facilities for travel are good, whether by air, rail, road or water. Accommodation is plentiful.

On behalf of the Canadian people, I invite you to visit us this year.

PRIME MINISTER OF CANADA



Give a PHILCO PHOTO-ELECTRIC RADIO-PHONOGRAPH

Brighten your home this Christmas with the joys of recorded music . . . played on a Beam of Light! Philco's amazing new Photo-Electric radio-phonograph does away with needles, reduces record wear and surface noise by 10 to 1 and gives glorious new beauty to any record. By an entirely new principle, a permanent jewel floats over the record grooves and reflects the music on a beam of light from a tiny mirror to a photo-electric cell. It's the first basic improvement in record reproduction since the invention of the phonograph!

NEW TILT-FRONT CABINET. No lid to lift, no need to remove decorations, no dark, unhandy compartments. To place and play records, you simply tilt forward the grille.

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Music on a Beam of Light!



A new kind of Radio-Phonograph, invented by Philco, now brings you new delights in recorded music!

No Needles to Change. The pointed steel needle that scrapes music from the record is gone! Instead, a rounded jewel that never needs changing floats gently over the record grooves and reflects the music on a light beam from a tiny mirror to a Photo-Electric Cell.

Records Last 10 Times Longer. Enjoy your records for 700 playings without fear of wear . . . 10 times longer!

Glorious New Purity of Tone. Surface noise reduced by 10 to 1. No sacrifice of "highs" to enjoy rich deep "lows" . . . hear the full beauty of every record!

New Tilt-Front Cabinet... no lid to raise, no need to remove decorations. See and hear it at your nearest Philco dealer!

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Radio-Phonograph



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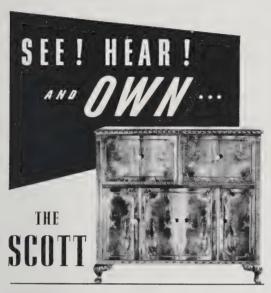
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When you see and hear a SCOTT RADIO, you quickly discover why Scott owners will tell you they have the "World's Finest Radio!" Then decide that you will own a Scott!

Custom Built! No other radio gives you such an amazing combination of advantages. Under the personal direction of E. H. Scott, *each* Scott Radio is built as an original creation. Each one will give you long distance reception that will put you in *direct* touch with stations all over the world.

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You'll find the Scott Radio priced just a surprisingly small amount more than you'd pay for a "run-of-mill" radio. Any Scott owner will gladly tell you why Scott is a better value in radio—more for your money!

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• This picture introduced Sani-Flush—28 years ago. It marked the end of a nasty job. Because Sani-Flush cleans toilet bowls without scrubbing and scouring. The same scene—brought up to date—appears on the Sani-Flush can today. Here is the easiest and best known way to keep toilets clean and sanitary.

Just sprinkle a little Sani-Flush in the bowl twice a week. It's as easy as that! Sani-Flush even cleans the hidden trap—cannot injure plumbing connections. (Also effective for cleaning out automobile radiators.) See directions on can. Sold by grocery, drug, hardware and 5-and-10c stores. 10c and 25c sizes. The Hygienic Products Company, Canton, Ohio.



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This Magazine is from our presses

ANY BOY CAN make a motor

by Westinghouse



- For a thing so important to modern life, an electric motor is an amazingly simple device. Just a few pieces of steel, iron and copper, wound with coils of wire. Any bright boy can follow instructions and make one that will run.
- Yet the most romantic story evertold could be written about the electric motor. It runs practically every mechanical device in use today. It turns the wheels of industry. It carries people to work from the suburbs to the topmost floors of tall buildings. It changes housekeeping from dreaded drudgery to delightful adventure. Our daily lives and livelihoods depend—more than we realize—upon the smooth, effortless spin of a thousand electric motors.
- In fact, electric motors are so common nowadays that we accept them as our

- primitive ancestors accepted air, water and fire. We flick a switch—and an automatic razor zips off our whiskers. We push a button—and our automobile motor starts. A faucet turns—and a faraway pump delivers water. A vacuum cleaner cleans, an electric fan cools, an adding machine adds, a phonograph plays—and it's all automatic, as far as most of us are concerned.
- We have been making electric motors for a great many years—in fact we've made millions and millions of them. Naturally, we have improved their design and construction considerably since 1886. We can remember when we thought a ¼-horse-power motor, which took up more than a cubic foot of room, was a pretty commendable achievement. Now we can pack the same horsepower into a third of the space, sell it for less, and save the user a big dividend in operating cost.
- But after all, it's fitting the motor to the job that really counts. A ¼-horsepower motor and a 10-horsepower job just can't be combined. Neither can an oil rig and a motor designed for an air conditioning system. That is why Westinghouse offers stock motors in thousands of types, sizes and ratings. And if none of these is exactly what is needed, a special model will be built to order.
- The electric motor is "bread and butter" to us—and to almost everyone else. The more we learn about the jobs it can do, the more we can add to its usefulness. Meanwhile, we keep right on with the testing, experimenting and improving that have helped to make the electric motor the unsung hero of American progress.

PHILCO brings you a new kind of Radio-Phonograph that plays any Record on a Beam of Light!



A new kind of radio-phonograph is here, invented by Philco. The pointed, scraping needle is gone. By a new principle, a rounded jewel that never needs changing floats gently over the record grooves and reflects the music on a BEAM OF LIGHT from a tiny mirror to a photo-electric cell. Record life is increased by ten times! And glorious tone . . . rich, deep "lows," and clear, brilliant "highs," unmarred by surface noise! Hear this history-making radio-phonograph at your nearest Philco dealer. Philco 609P, shown.

PHILCO

PHOTO-ELECTRIC Radio-Phonographs





● Hardy companions for your active hours—these members of the MOVADO Waterproof Family combine the famous MOVADO workmanship with the pre-tested waterproofing pioneered by MOVADO. Dustproof, airtight, unbreakable crystal, steel bracelet or waterproof strap. Moderately priced. Ask about the Cronacvatic-waterproof stopwatch.

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appeal is irresistible, its effect benign.

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1940

A little boy looks up from his basket of fish... gleaned from the bounty of the sea. In his eyes is something of the fire of far-off stars studding a night sky over Waikiki. In his smile, the flash of silver surf. In his heart, prompting both, something of the joy of his forebears, when they beached their outriggers at the island of every desire, and called it "home."

Always appealing, today it is irresistible, this lure of Hawaii, for it remains clothed in peace. A war-weary world feels a new surge of happiness when it beaches a fond wish on these serene, untroubled shores. Things that seemed to matter so much... worries, the hard lines and squares of inhibited civilization... are blown away with the first flower-scented breeze. Living's the thing. Contentment, the only ritual. So the world continues to find

Plan to slip away from Oahu (where Honolulu is located) to other islands of the group...by ship or plane to Hawaii, Maui, Kauai...each more lovely than the one before, rising out of the Pacific.

Catch a breath of island exoticism, in an armchair at the office of your *Travel Agent*, with unusual literature. The brilliant color photographs will start you questioning about Hawaii and the magnificent ships that sail so frequently over an ocean that maintains the tradition of peace and safety.

This advertisement is sponsored by the Hawaii Tourist Bureau, Honolulu, Hawaii, U.S. A. Branches: 215 Market St., San Francisco; 714 W. Olympic Blvd., Los Angeles, Cal. A non-profit organization maintained for your service by





The <u>ONLY</u> PORTABLE RADIO Guaranteed to Play Where Other Portables Fail...or Your Money Back

Engineers of the Zenith Radio Corporation again give you a most remarkable invention... the Patented Movable Wavemagnet in a portable radio which you can carry in one hand, self-powered with a light, one-piece battery pack. Under all ordinary circumstances it works without outside aerial... without outside wires or ground.

LISTEN WHILE YOU TRAVEL... PLAY... OR WORK Take this wonder portable where ordinary portables will not work efficiently; in a train, airplane, bus, ship, auto or any windowed building where metal construction keeps out reception. The secret of why it works while others fail is in the Patented Movable Wavemagnet, which is exclusive with Zenith.

Check up on your next train trip. See how many Zeniths are playing well . . . and how many other makes fail to do so. Your money back if Zenith fails.

And that's not all! At home, in the office, in hotels, if you want to save your battery, plug

into any light socket . . . 110 volt AC or DC. That will automatically disconnect your battery and save it for outdoors or travel.

EARPHONES SOLVE PRIVACY PROBLEMS

This Zenith portable has storage space for earphones . . . (extra equipment) for use at ball games, fights, or while travelling; for privacy in reception without loudspeaker. At home—no annoyance to those in the next room or even in the next bed when you listen with Zenith earphones or Hushatone. A boon to the hard of hearing, too.

UNDER NO OTHER NAME BUT ZENITH . .

... can you obtain this radio or a portable that is, bas, and does so many things! Patented Wavemagnet—built-in yet movable—combination battery and lighting current operation—loudspeaker and earphone reproduction—adjustable to varying conditions—reception at home or travelling. Don't buy until you see and hear the Zenith Universal Portable at authorized Zenith Dealers everywhere.

De Luxe Edition in genuine cowhide . . . priced slightly higher than regular airplane cloth cover.



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ARE you letting dingy false teeth destroy your smile... perhaps your whole charm? Does the very thought of unattractive plates make you self-conscious when you should be well-poised?

The thing to do is—get Polident—a powder that magically dissolves away all tarnish, stain and food-deposits from plates and removable bridges—without brushing, acid or danger!

What a difference in the way your plate

looks and feels! Polident actually purifies your plate—leaves it odorless, clean—attractive—as natural looking as the day you got it. Gums look more "alive" too!

Grateful users praise it

Leading dentists everywhere recommend Polident. Tens of thousands of grateful users call it a blessing. Long-lasting can only 30¢ at any drug store. And your money back if you are not delighted. Hudson Products, Inc., 220 West 19th St., New York, N. Y.

False Teeth can't be cleaned with make-shift, inefficient methods!

TOOTH

A tough, dingy, almost invisible film forms on plates and bridges. It absorbs impurities like a sponge! Mouth washes, ordinary pastes or powders are not designed to clean

false teeth! Household cleansers can ruin them. No brush can reach the danger-spots. Yet Polident cleans and purifies plates—like new—with safety!

Cleans, Purifies WITHOUT BRUSHING!

Do this daily: Add a little Polident powder to half a glass of water. Stir. Put in plate, bridge 10 to 15 minutes. Rinse—and it's ready to use.

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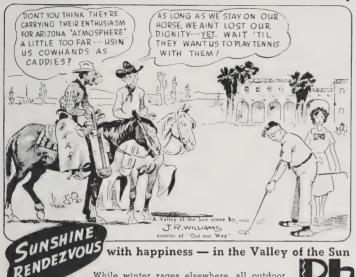
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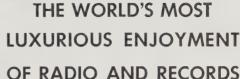


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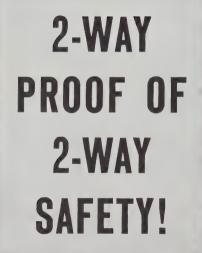
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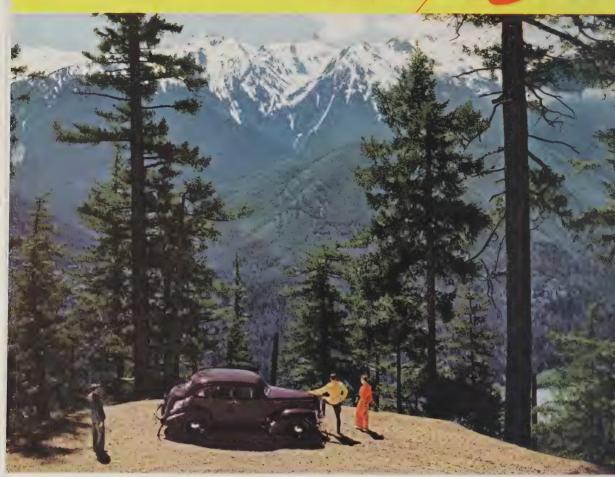
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for Boogie Woogie . . . you want all the music that's played . . . and with a Scott, you get a truly "living performance."

HIGH notes, low notes—flashing, fragmentary overtones—resonances and timbres, all weave the magic pattern of sound that is music... and a Scott brings it to you as you never dreamed a radio could before.

Deems Taylor, eminent critic and composer, marvels that his Scott has no tone of its own—but simply the tone of each instrument it reproduces. Fritz Reiner, conductor of the Pittsburgh Symphony, says of his Scott, "When listening to a broadcast or recording, one gets the impression of right and left, or nearness and distance, just as when listening to an orchestra in a large hall." And he adds, "I have yet to hear this effect in any other reproducer."

A Scott is so richly rewarding if you enjoy music, that you should really hear it soon. Muted notes that might elude ordinary radios, thunderous passages that might ordinarily "boom" and distort—come to you richly, faithfully, brilliantly. Truly all that you wish for in a radio is in a Scott.





Everything you want in a radio is in a Scott RECORD REPRODUCTION that the recording artists consider the finest in the world, with a realism that transcends words.

SHORT WAVE RECEPTION for which Scott is famous in 154 countries. Hear the news broadcast from its foreign sources.

FREQUENCY MODULATION . . . the newest advance in radio . . . comes to full expression in a Scott.

AUTOMATIC RECORD CHANGER lets you listen at ease, while it deftly and noiselessly changes records.

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He's Watching a Prize Fight by Television and Describing It in Spanish!

Boxing fans in South America are given a blow-by-blow account of a fight in New York City by NBC's sports announcer, Eli Canel. Watching the television pictures on the screen in the background, he then relays the story via short wave to his audience from 2,000 to 6,000 miles away.

forth between two metal electrodes. Nobody knows for sure whether the electron is a tiny particle of matter or an infinitesimal wave of energy, but it works. Radio tubes by the millions are as essential in this war as bullets.

"Walkie-talkie" in Action

One day I watched a famous division of our Army on maneuvers. On a hilltop a regimental command post was hidden in the scrub growth. Near the colonel squatted a soldier carrying a peculiar-looking pack on his back and listening on a telephone handset. Suddenly he spoke into it, and handed it to the colonel. "Captain Jones of B Company, sir."

"Yes, Captain? You've reached your objective? Good! Consolidate your position and let the men have chow."

Captain Jones was miles away on another hilltop, beyond two ridges, and no wire was strung between him and the colonel. It would have taken a runner hours of hot, sweaty travel to bring the message the captain had just spoken over the air.

Such is the "walkie-talkie," a two-way radio telephone light enough for one man to carry, and with which he actually can talk as he walks, to other sets miles away (page 689). Parachute troops use a similar set that weighs only five pounds.

But that's a small-time job for the electron. Jeb Stuart, whose far-ranging cavalry served as "eyes" for General Robert E. Lee, would have laughed at the idea of reaching out into space with invisible fingers, through fog or clouds or dark of night, and locating a winged enemy 100 miles or more away in a fraction of a second.

Yet the electron, used in the uncanny radiolocator device, does that very thing. Groping through space like a giant ghostly hand feeling for a light switch in the dark, radio waves spot enemy planes unerringly in the sky, and even show their position on a screen.



U. S. Army Signal Corns

Radio Waves Leaped 7,000 Miles to Bring Cheer to Besieged Heroes of Bataan
Bing Crosby's programs were beamed to the embattled peninsula when General MacArthur requested them.
News broadcasts brought the half-starved soldiers their only knowledge of the outside world.

As soon as the enemy's position is determined, defending planes take the air to attack and are in turn guided by radio to the enemy. Today these electron sentries are being installed all along our coasts.

When peace comes the radio locator will have new uses in revealing icebergs endangering ships in fog or darkness and for warning planes of mountains ahead.

Reasons for Secret Research

Best brains of the Nation are working allout for war in tightly guarded laboratories.

"If we even so much as admitted we've learned how to do a certain thing, the enemy would know it could be done, and would find the solution for himself that much easier," said one scientist.

"Men in adjoining rooms don't know what the others are doing. One Army school that trains soldiers for scientific warfare is so secret that its bowling teams, competing in tournaments, have to do without a name. Research men today are working on developments which will prove as startling when peace returns as were the telephone and electric light in an earlier generation."

Generals used to complain about the "fog of war," the maddening uncertainty, the lack

of positive information. Thanks to the electron, more and more we are able to penetrate the fog of war. Flyers and ground scouts alike now can take photographs or draw maps of enemy positions or bombing targets and send them back in a few minutes by radio or wire facsimile apparatus to headquarters. Television pictures have been sent experimentally from planes.

Pictures of war on the Russian front now travel by radio in a matter of minutes from Moscow to New York, 4,615 miles. A plane would have to fly 21,300 miles an hour to

equal that speed (page 673).

Most important of all, the electron has enabled people everywhere to speak and be heard by others at the ends of the earth; to give President Roosevelt's "fireside chats" a world audience. Radio waves can leap over frontiers and forts. Bombs cannot destroy them.

No wonder that Japan permits no shortwave radios to be used by her people, and that in Germany, Italy, and many Nazi-occupied countries, listening to short-wave radio brings severe punishment.

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RESULTS—in test air flights, train trips and cruises, have amazed even the country's best radio research brains.

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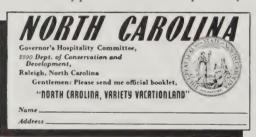
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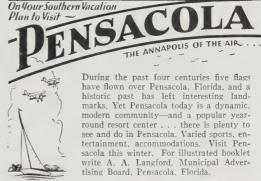
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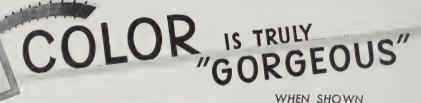
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.. there were 81 enemy bombersswarms of fighters above and below... .. when they were spotted the call went out over the radio

... the Marines piled into them. (news item)

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Radio has never been universally necessary in transportation before. In automobiles—on trains—it has been entertainment—in boats it has been a great aid but not an essential.

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Staff Photographer B. Anthony Stewart

"Take Out and Spread before You the Map of the Whole Earth"

Members of the National Geographic Society found it easy to follow the advice of President Roosevelt in his Washington's Birthday radio address to the Nation, for their December National Geographic had brought them this new map of the World (page 667).

of the United States are lucky, for they, and apparently only they, can get copies of the excellent series produced by that body."

At the urgent request of the British War Office, the National Geographic Society has sent sheets of its maps of the continents and oceans to the General Staff, London, for official and military use.

Men Who Invented Projections Are the Immortals of Cartography

Since mapping began, makers have faced the dilemma of charting on a flat surface areas which involve a curvature because the earth is spherical.

To achieve this end requires a compromise called a "projection," or a grid of lines to represent latitude and longitude. The men who devised the classic projections are the immortals of cartography.

To Hipparchus, who charted his Greek world more than a century before Christ was born, moderns owe the projection known as "stereographic." Mercator, father of Dutch cartography, invented his projection for his map of the world issued in 1569. Widely used, too, is the grid of Lambert, whose conformic conic projection first appeared in 1772.

C. H. Deetz, of the United States Coast and Geodetic Survey, worked out the transverse polyconic projection in 1900. The Society's new Map of Asia, to be issued this year, will use this projection because it achieves least distortion for the great distances involved—all the way from Gibraltar east to the mid-Pacific Midway Islands.

Maps Printed by the Millions

For each National Geographic map the projection is worked out to best show the area; in the 21 maps listed below, these four projections and six others have been used. Their origins span more than 20 centuries of man's attempt to delineate the earth's surface.



Staff Photographer B. Anthony Stewart

"Our Planes out of Puerto Rico Will Get That Sub"

Three flyers of the Interceptor Command at Bolling Field, Washington, D. C., look over a National Geographic map of the Caribbean region. Another copy of this map was used by Lieutenant General H. H. Arnold. Commanding General of the Army Air Forces, on two flying trips to the Canal Zone (page 667). On the wall hangs The Society's Atlantic Ocean map.

The shy and tender notes of Grieg come faultlessly through a Scott!

Some composers, whose work resounds with power, can be well heard on any radio, but Grieg, Sibelius, Debussy are often lost in the softer passages -unless you listen with a Scott. Halftones and delicate overtones are caught to the last whisper, bringing a "living performance" that is not strained or weakened by reproduction. To be sure, the Scott is the instrument of Toscanini, Barbirolli, Bruno Walter, Deems Taylor, Ezio Pinza, and a host of others. It will be your choice too, if you

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THE MAGNAVOX COMPANY, FORT WAYNE, INDIANA

ME

The fine craftsmanship which won for Magnavox the first Navy "E" award (and White Star Renewal Citation) among instrument manufacturers has made these radio-phonographs the first choice of discriminating buyers.



Pardon Us...while we attend to a little matter overseas

WE wish we could say, as we could a short time ago, that any high-grade camera dealer anywhere could supply you with any Filmo Motion Picture Camera or Projector or Filmosound Projector you might desire. But Filmo Cameras, Pro-jectors, and Filmosounds have gone to war. Wherever American men are fighting or training, Filmo motion picture equipment is likely to be with them. That, we know you agree, is as it should be. Winning the war comes first.

To the ultimate victory of America and our Allies, Filmo Motion Picture Cameras and Projectors are rendering vitally essential contributions. The Filmo slogan— "What you see, you get"—pleasant in peace, is *priceless assurance* in war. What men in training see on the motion picture screen, they get! To men in combat, the

unfailing eye of the camera provides indispuBell & Howell Company,

Chicago; New York; Hollywood; Washington, D. C.; London. Established 1907.

forces with the finest motion picture equip-ment and sighting devices American ingenuity can produce. Filmo

HAT YOU SEE YOU

MOTION PICTURE CAMERAS AND PROJECTORS

table record of achievement and the key to better weapons and better tactics.

made the slogan mean what it says to thousands of home movie makers are now working all out to provide our fighting

The craftsmen of Bell & Howell who

Bell & Howell

BUY WAR BONDS



One of a series of dramatic incidents in the lives of great composers, painted for the Magnavox collection

How Handel's "Messiah" was saved by a button...

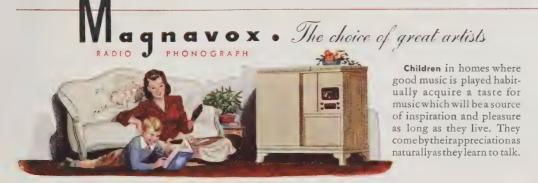
AMONG all the great masters whose work inspires us today, there is no more violent and picturesque figure than George Frederick Handel (1685-1759). Once, in his youth, hot words with a fellow musician led to drawn swords at the stage door. And the life of the future composer of the Messiah was saved only because a large button on his coat intercepted his opponent's thrust.

Eventually, he was recognized as one of the foremost composers of his age. Today the body of this barber's son lies buried in Westminster Abbey. He was the first great musician to be so honored.

To appreciate the true worth of a Handel oratorio or any of the thousand and one other musical treasures we have inherited from the past, you should hear them played by a Magnavox radio-phonograph. Because of its incomparable clarity and unique quality of tone, this is the instrument that has been chosen above all others by such great musicians as Rachmaninoff, Ormandy, Kreisler and Rodzinski.

The Magnavox Company is now producing electronic and communication equipment for the armed forces and music distribution systems for warships—and has won the first Navy "E" award (and White Star Renewal Citations) to be given to a manufacturer in this field. When the war ends, Magnavox will again take its place as the pre-eminent radio-phonograph combination. The Magnavox Company, Fort Wayne, Ind.

Buy War Bonds For Fighting Power Today - Buying Power Tomorrow



1943



RAINBOW IN THE SKY

There is good news in the work of American laboratories. It is a reason for confidence in the war — a promise for the future.

Little is said about our scientists because they labor behind locked doors and their work is secret. But the topside of the German and Japanese armies and navies know about them. Things they do turn up at the front and make life harder for our enemies.

After the war, from these same scientists and their laboratories, will come the things that make jobs, comforts, conveniences and luxuries for the American people. They hold out prospects for good use of the opportunities victory will bring.

The Bell Telephone Laboratories, with some seven thousand workers, are among the many research groups that are devoted to winning the war.

When that is done, Bell System scientists will be back on their old job of making your telephone service, and your human contacts over the distances, easier and better than ever.

BELL TELEPHONE SYSTEM



HELP THE WAR BY MAKING ONLY VITAL CALLS TO WAR-BUSY CENTERS. THAT'S MORE AND MORE ESSENTIAL EVERY DAY.



Sailor, you don't even have a uniform to show that you're in the service of your country... no stripes or bars for the times you've been dumped into the cold Atlantic by torpedoes... but, with or without them, we know you couldn't do more for your country.

We can't send the medals, but we're glad and a little proud, to be sending Scotts to your tankers and your cargo ships as fast as we can build them for you... to give you hours of safe radio listening, to ease the strain of tense days and nights of watching, watching and wondering. Listen to news broadcasts or favorite programs from home, at all hours, safe from detection by enemy direction finders—the Scott Marine Model Receiver never rebroadcasts a signal or betrays a friend.

Our tribute to you, Sailor, and the men of the merchant marine is personal and sincere. We know what hardships you must endure, and we want you to know that with us, as with every real American, your service rates with any of the armed forces for courage, toughness and high devotion to your country's cause.



SCOTT Marine Model LOW-RADIATION RECEIVER

• The Scott Marine Model is for shipboard use exclusively. Due to present restrictions, we regret that it cannot be offered to individual purchasers.



E. H. SCOTT RADIO LABORATORIES, INC. 4450 Ravenswood Avenue, Chicago



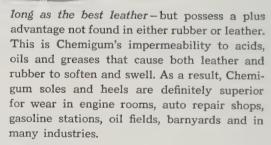
Tough? These new SYNTHETIC RUBBER soles wear twice as long as leather!

tougher than his feet. That is why, back before the war, both the Army and Marine Corps made rubber soles and heels "regulation" on field shoes – because tests proved good rubber long outwore any other material on the march. And it is easier on the feet than old-style hobnails.

But when Uncle Sam began calling millions of men to the colors, Goodyear foresaw that our troops might eventually be deprived of these longer-wearing, foot-cushioning soles as the nation's rubber reserve dwindled. So many months

ago we set our Research Department the task of developing comparable soles and heels from Chemigum, Goodyear's own synthetic rubber.

Now after many trials Goodyear is ready with Chemigum soles and heels that not only wear as long as natural rubber – more than twice as



Thus once again Goodyear has anticipated an emergency and is ready with the answer. Should the rubber shortage force the Army to give up its present shoe construction, Chemigum

soles and heels can be produced as rapidly as adequate quantities of this synthetic rubber can be made available. And with the expanding output of

new synthetic plants, built as part of the government's rubber program, these better shoe products will ultimately be available to all.



GOODFYEAR

THE GREATEST NAME IN RUBBER



Sugene Ormandy Another painting by Boris Chaliapin in the Magnavox series of great contemporary musicians

Music was in his blood . . .

At the age of three he learned to play the violin ... at seven, he was admitted to a class in counterpoint ... at seventeen he became a professor of music.

Today, the dynamic baton of Eugene Ormandy guides one of the most celebrated groups of musicians ever assembled. Although still a comparatively young man, he is the Conductor and Music Director of the world-renowned Philadelphia Orchestra.

The audiences of this famous orchestra are not limited to the few who can purchase tickets. Superb Ormandy recordings have brought to millions the rare delight of great music greatly interpreted.

To appreciate the true quality of these Ormandy records, you should hear them reproduced with life-like fidelity by a Magnavox radio-phonograph.

Because of its superb tonal qualities and unmatched clarity, this unique instrument has been chosen by discerning music lovers and many of the world's greatest makers of music.

Music Cheers Fighting Men

Our boys in the Army and Navy need music. It can give them endless hours of relaxation and pleasure—can help them forget hardships and dangers. See your Magnavox dealer for a wide selection of records to send to your soldier or sailor.

BUY WAR BONDS FOR VICTORY TODAY-SECURITY TOMORROW



The fine craftsmanship which won for Magnavox the first Navy "E" award (and White Star Renewal Citation) among instrument manufacturers has made these radio-phonographs the first choice of discriminating buyers.

The Magnavox Co., Fort Wayne, Ind.

Magnavox

THE OLDEST NAME IN RADIO



Insurance agents found Doug Lounds easy to see, but not so easy to convince. "Putting them through their paces," Doug called it.

Somewhere in the back of his mind, Doug really intended to buy life insurance—some day. Yes, his Prudential man's arguments did make awfully good sense. But Doug kept putting it off.

Then one night Doug's wife threw a surprise party for his birthday. And suddenly, in the friendly joshing about his age, Doug saw the years piling up on him. Of course he felt fine—but... maybe now would be a good time to do something about life insurance.

So next time Doug's Prudential man brought up the life insurance plan they had talked over, fully expecting a kidding, he got a client instead. Doug said okay, signed the application, and took his physical examination right away.

At that point, the unexpectedness of life showed up. Doug Lounds said "yes"—but the doctor said "no"... and the application was turned down.

So Doug Lounds now has to build his family's future the hard way. He knows from experience that the Prudential phrase, "The future belongs to those who prepare for it," should have an important word added at the end—"today."

The Best Time to Begin Planning for Tomorrow Is Today

Since 1875 it has been The Prudential's privilege to help make people's future more secure.

Through Prudential life insurance, more than eight million families are making sure that part of the world of tomorrow will belong to them.

Wouldn't it be a good idea to invite The Prudential to do the same for you . . . today?



AS A SERVICE to the government and to you, Prudential representatives sell War Stamps. Buy some today!



It's just the difference between a photograph and a man's best girl, in person!

Scientists will tell you that every note of music you hear is composed of a "fundamental" tone, and a series of "overtones."

For technical reasons, which needn't concern us here, conventional radio cannot reproduce all the *overtones* of a given musical instrument. As a result, something is lacking—some of the depth and purity of tone has been lost.

But a new kind of radio, known as FM, reproduces tones and overtones as they have never been reproduced before . . . brings you "natural color" music without static or interference of any kind!

The General Electric FM (Frequency Modulation) Radio is an *electronic* instrument, developed by G-E engineers with Major E. H. Armstrong, originator of FM.

Today, General Electric FM radio is fighting the enemy on land, on sea, and in the air. Tomorrow,

it will offer you a wholly new conception of radio performance!

FREE: Fascinating booklet, 32 pages in full color, tells the story of FM radio, television, and other electronic wonders. Write for your free copy of "Electronics—a New Science for a New World," to Section 4-A, Electronics Dept., General Electric Company, Schenectady, N. Y.

Tune in on Frazier Hunt and the News every Tuesday, Thursday, Saturday evenings over C. B. S. On Sunday night listen to the "Hour of Charm," over N. B. C. See newspapers for time, station.

GENERAL @ ELECTRIC

170-1

Leader in radio, television, and electronic research



SAFELY IN

NOILISON RAD

ite him letters... end him courage

else can be so poignantly you-bring you closer to him. promise of reality to things you've planned. These are the etters—written by hand—are so much more than a pattern of words. They transmit the memory of your voice . . . your smile ... the clasp of your hand ... all of your love. Nothing Your letters—and his—are messengers of the heart... giving hings he clings to—looking ahead to a better tomorrow.

Fronts. The facilities, resources, and personnel of the Sheaffer useful functions in vital war work on the Home and Battle organization have been, and are being, converted largely to Note: Your dealer is doing his best to provide you with Sheaffer writing instruments under a rationing program to conform with curtailment of production of all fountain pen companies. Sheaffer hopes that those available will perform the war effort. W. A. SHEAFFER PEN CO., Fort Madison, lowa; Ioronto, Ontario, Canada. SHEAFFERS

V-BLACK Skrip FOR V...-MAIL

Your government wants you to write V-Mail SKRIP, for Black photographs best and all V-Mail letters are photographed on 16 mm. to the men in service overseas. Use V-Black film. Ask for V-Black SKRIP in the 4-oz. DOUBLE SIZE-25c. Copyright, 1943, W.A. Sheaffer Pen Co. *Trademark Reg. U.S. Pat. Off.

1:15 P.M. M.W.T.; 12:15 P.M. P.W.T. 3:15 P.M. E.W.T.; 2:15 P.M. C.W.T.; NBC Complete Network—Sundays

with UPTON CLOSE WORLD NEWS SHEAFFER'S Listen to

PARADE

Above: "TRIUMPH" TUCKAWAY Lifetime pen, \$12.50 -for men or women, without clip, carries safely in all positions in purse or pocket. Matching pencil, \$4.

serviced, if complete pen is returned, subject only to * All Lifetime pens, identified by the White Dot, are unconditionally guaranteed for the life of the first user except against loss and willful damage—when nsurance, postage, handling charge-35c.



EN YEARS' WORK IN TWO

is the story behind Butadiene and Styrene for Synthetic Rubber





Distillation Column for Styrene



Where Distillation Columns separate and purify the Butadiene



Butadiene Storage Spheres

YOU SEE HERE a night scene and some daytime views of the immense butadiene and styrene plants that CARBIDE AND CARBON CHEMICALS CORPORA-TION, a Unit of UCC, has designed and built at Institute, West Virginia, for the Government's Defense Plant Corporation and is operating for the Rubber Reserve Company.

Carbide and Carbon also has completed another butadiene plant at Louis. ville, Kentucky-and has released plans to Koppers United Company for a third butadiene plant near Pittsburgh, Pennsylvania.

Butadiene had never been manufactured in the United States in large quantities before the plants at Institute went into production. The task involved in providing the mass production facilities the Government asked for was an unusual one . . . but one that took full advantage of the experience and processes developed by Carbide and Carbon.

Generally, it requires seven to ten years for a company to take a process developed in the laboratory, put that

process to test in a pilot plant, iron out production problems, design a full-size plant, and then actually build the plant and go into mass production.

By working at top speed for twenty months-Carbide and Carbon telescoped research, development, engineering, and construction work that would have taken 10 years in normal times. In this short time laboratory research was translated through chemical engineering into larger and more modern facilities for producing the chemicals for synthetic rubber than existed anywhere else in the world.

This achievement could never have been possible had it not been for the years of research and experimentation which, prior to the emergency, Carbide and Carbon had devoted to the production of synthetic-or man-made-chemicals of the organic series.

Business men, technicians, teachers, and others are invited to send for the book "Butadiene and Styrene for Buna S Synthetic Rubber from Grain Alcohol" which explains what these plants do, and what their place is in the Government's rubber program.

BUY UNITED STATES WAR BONDS AND STAMPS

UNION CARBIDE AND CARBON CORPORATION 30 East 42nd Street Man New York 17. N. Y.

Principal Products and Units in the United States

ALLOYS AND METALS Electro Metallurgical

Company Haynes Stellite Company United States Vanadium Corporation

CHEMICALS

Carbide and Carbon Chemicals Corporation

ELECTRODES, CARBONS & BATTERIES National Carbon Company, Inc.

INDUSTRIAL GASES AND CARBIDE

The Linde Air Products Company The Oxweld Railroad Service

Company

The Prest-O-Lite Company, Inc. PLASTICS: Bakelite Corporation • Plastics Division of Carbille and Carbon Chemicals Corporation

CONSTRUCTION RECORD AT INSTITUTE

June 25, 1941



Carbide and Carbon submits definite production estimates.

July 31, 1941



Design work starts on 10,000-ton-ayear butadiene unit.

Aug. 22, 1941



Government authorizes construction.

Dec. 7, 1941



Pearl Harbor

Dec. 15, 1941



Design "frozen" for 20,000-ton-a-yea alcohol-to-butadiene plant.

March, 1942



Japanese occupy Malay Peninsula and Dutch East Indies; cut off about 90 pe cent of U. S. natural rubber supply



Construction on the first two 20,000 ton-a-year butadiene units starts a Institute, W. Va.



Construction of 25,000-ton-a-year sty rene plant starts.

Sept. 10, 1942



Rubber Survey (Baruch) Committee report accepted.



First large-scale, alcohol-to-butadiene unit goes into operation two months ahead of schedule.



First tank car of butadiene from grain alcohol shipped from Institute plant.

April 7, 1943



First styrene unit begins operation.



Fourth 20,000-ton-a-year butadien unit begins operation at Institute plan



Now, gratefully, our men-at-sea listen to programs from home
••• safe from enemy direction-finders!

Sailors so far away that they may be hearing your favorite programs a day earlier than you—across the international date line—or men in the lonely reaches of the northern waters who listen the next morning—bless the programs from home. And bless the Scott that brings them.

The Scott was a "natural" for seafaring use. Back in 1928, on a trip to Australia, it logged a Chicago station every night. It has been purchased in 154 countries before the war—proud possession of Indian potentates, ambassadors, consuls. Now, built to sea standards, it roams the world, and makes distances shorter for men who long for news and entertainment from home ports.

And of course the Scott is safe—its low radiation never detectable by enemy submarines. Engineered in the Scott tradition, it is built with the precision of a marine instrument, the staunchness of a man-o-war. As fast as we can build them—they are going on merchantmen, tankers, transports and American ships of every kind. After the war, we shall try to have one for you.

RECEIVERS



SCOTT Marine Model LOW-RADIATION RECEIVER

• We regret that, due to present restrictions, the Scott Marine Model cannot be offered to individual purchasers.

E. H. SCOTT RADIO LABORATORIES, INC. 4450 Ravenswood Avenue, Chicago



Westinghouse helps in every zero hour . . .

On ships, in planes and tanks, with the troops and gun crews, zero hours bring thousands of Westinghouse war products to their destined, ultimate service—on every front, in every battle.

Westinghouse fights with millions of man-power hours . . .

Westinghouse proficiency in electrical design and manufacture, in ceramics and plastics, in metallurgy... Westinghouse ingenuity and inventiveness are finding new and better ways for making weapons of war.



Westinghouse will bring future hours of freedom . . .

Out of the skill and experience gained in wartime, will come even finer Westinghouse products. Improved electrical appliances and apparatus — for homes, farms, and industries — will bring a new measure of freedom and enjoyment to the men and women of a world at peace. Westinghouse Electric & Manufacturing Company, Pittsburgh, Pennsylvania, Plants in 25 cities—offices everywhere.



You're not being fooled by what you've read and heard about the wonders of Electronics. We have been enjoying the miracle of Electronics these many eventful years. Where? How? Why that radio in our living-room and the one in our car is an electronic device. So the next time anyone talks to you about Electronics...you just be smart and say, "Sure, I have an electronic device right now... it's my radio."

Motorola Radio engineers who built those fine pre-war home and car radios were pioneers in Electronics. They have added much to their wealth of electronic knowledge in the development and production of Radar and Radio Communications Equipment for our Army and Navy. And for the duration, the production of these weapons for Victory will be Motorola's full time job.

We cannot tell you what the postwar Motorola Radio will look like, but we can tell you that it will look and sound swell. Meanwhile, let's keep all that Victory stuff coming off the production lines! And let's buy all the War Bonds we can!

For the development and production of Radio Communications Equipment for our Armed Forces, the Motorola organization was awarded the Army-Navy "E" with added Star for continued excellence of performance. Motorola is proud of the part it has been privileged to play in the speeding of Victory.

Motorola RADIO GALVIN MAGA CORPORATION CHICAGO, ILLINOIS



BUY WAR BONDS AND STAMPS

"Give for the Army, Lulu!"

Private Peterson, home on leave, is trying hard to satisfy his Army-created appetite for milk.

Today's fighting men have been taught how to stay fit. They've rediscovered habits of good health, often neglected since childhood. They've rediscovered milk—and drink all they can get!

The standard soldier's ration calls for eight ounces of fresh milk every day, and regularly includes butter, cheese, ice cream and other milk products as well.

This generous serving of nature's most complete food is one big reason why American boys in uniform are huskier than they've ever been before. A big reason, too, why Americans will be healthier for generations to come!

We're proud to be a part of all this. Proud that our farms and dairies—and plans—were able to help to feed these big forces!

We're glad, too, that our products can also help protect the health of hard-working civilians on the job back home. Today our research is looking far into that peaceful tomorrow when exciting new products and nutritious new foods will come from the National Dairy laboratories.

Dedicated to the wider use and better understanding of dairy products as human food... as a base for the development of new products and materials... as a source of health and enduring progress on the farms and in the towns and cities of America.







NATIONAL DAIRY
PRODUCTS CORPORATION

AND AFFILIATED COMPANIES



Perhaps it's unkind to whet your appetite for a Scott Radio now when there are none to be had, but a Scott owner near you would love to have you listen with him (if you can get him to stop talking about the instrument long enough to let you hear it).

The Oboe is a strange, shy instrument in the orchestra, lending a distinctive "flavor" to fine music with its peculiar moody note. Because its range is so elusive, few radios have been deft enough to capture it truly, to the annoyance and despair of radio technicians. But if you are a Scott owner now...or later when you will be one...you can hear the Oboe in its matchless voice, with all the fleeting grace notes and overtones of a "living performance."

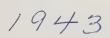
Today there is sterner work for a Scott than bringing the wonder and glory of music into your home. On all the oceans, wherever our tankers move, or convoys sail, Scotts are providing our seamen with favorite programs from home, or vital messages of war. And the Scott is engineered so that no telltale "leak-back" can reach a lurking submarine. The millions of

men who have heard the Scott under these conditions will want one after-the-war because it "gets everything." You will yearn for a Scott, too, if ever you hear one.

RECEIVERS

A good way to get one is to buy bonds, bonds, bonds . . . then a Scott can be yours soon after the whistles blow.

E. H. SCOTT RADIO LABORATORIES, INC





These are the scientists who will shape the world of tomorrow

Your child and your neighbor's ... the youngster down the street ... the kid from across the tracks ... the boy and girl on the next farm—from their imagination and intelligence and energy the future will be created.

The Science Talent Search is a systematic attempt to discover potential scientists while they are still in high school, and to help them complete their education. It is sponsored by Westinghouse and conducted by Science Clubs of America.

Westinghouse has assumed this responsibility because its activities are based on continued scientific research and development, and because Westinghouse feels that wider public interest in science will contribute to the future progress of the world.

The Third Annual Science Talent Search is now under way. It is open to young men and women in 1944 graduating classes in all high schools and preparatory schools. The examination period begins December 3, ends December 27. There is still time for high schools to arrange for this examination if teachers will act at once.

On the basis of examinations, essays, school reports, and other records, forty students are

selected as finalists. They are brought together as a group in Washington with all expenses paid. They meet each other, talk with noted scientists, visit museums and places of scientific interest. There are personal interviews with the judges, and a final examination.

Westinghouse Science Scholarships ranging from \$100 to \$2400 are awarded. Winners select their own college, their own field of study.

Every student having the requisite ability deserves an opportunity to qualify in the Science Talent Search. Teachers may write for information and examination forms to Science Service, 1719 N Street, N.W., Washington (6), D. C.

For a copy of the booklet, "Scientists for Tomorrow," write to School Service, Westinghouse Electric & Manufacturing Company, 306 Fourth Ave., P. O. Box 1017, Pittsburgh (30), Pa.





Serge Koussevitzky, painted for Magnavox by Boris Chaliapin

The boy who ran away . . . for music

FROM what mysterious source does the gift of music descend on a growing boy? With Serge Koussevitzky, neither heredity nor environment was influential. Born in 1874—in a provincial little Russian town—young Serge found that his musical ambitions met with so little parental sympathy that he was finally forced to run away from home.

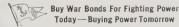
For nineteen years, his inspiring personality has guided the destinies of the famous Boston Symphony Orchestra, which he has fashioned into a superlative instrument for the interpretation of great music.

To enjoy all the subtle beauty of a Koussevitzky recording, you should hear it reproduced by a Magnavox radio-phonograph. Because of its unsurpassed tonal qualities and unique clarity, this is the instrument that many of the most illustrious musicians of our day have chosen for their own homes.

Today no more Magnavox instruments are being made because the talent and craftsmanship which

created these superb radio-phonographs are devoted to the production of electronic and communication equipment for the armed forces and music-distribution systems for warships. In the postwar era Magnavox will again take its place as the pre-eminent radio-phonograph combination,

The Magnavox Company, Fort Wayne, Ind.





Magnavox • The choice of great artists
1943

"Ears for Victory"





AWARDED TO PLANT 2
OPTICAL DIVISION

FINE AMERICAN
CAMERAS

PRECISION OPTICAL
INSTRUMENTS

AVIATION RADIO EQUIPMENT

BUY WAR BONDS

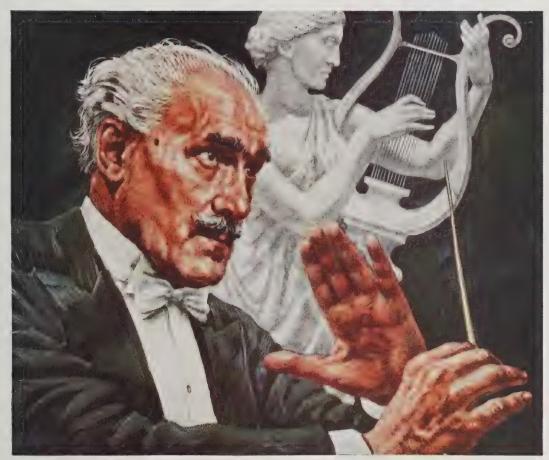
MILITARY RADIO

<u>argus</u>

INTERNATIONAL INDUSTRIES, INC.



MICHIGAN



Arturo Joscanini Another portrait for the Magnavox series of faturo Joscanini famous musicians painted by Boris Chaliapin

Born to the baton .

His father fought in Garibaldi's army of liberation. From this soldier of freedom, Arturo Toscanini must have inherited his uncompromising integrity . . . his readiness to fight for the higher standards of life, musical performance and appreciation that has characterized his career.

To such a man, the flattery of public applause is never important. He believes that orchestra and conductor should be hidden from view and that there should be no encores. You attain this ideal when you listen to a Toscanini broadcast or recording played by a Magnavox radio-phonograph.

This unique instrument captures all the intensity, all the subtle shades of beauty, that masterly conducting reveals in great music. It is not a matter of chance that so many famous musicians of our time have chosen the Magnavox for their own homes.

The Magnavox Company is now concentrating entirely on the production of electronic and communication equipment and music distribution systems for warships. Letters from fighting men tell of the priceless hours of pleasure that music has brought to them. See your Magnavox dealer for a wide selection of records to send to your soldier or sailor.

WAR BONDS TODAY FOR VICTORY AND SECURITY



The fine craftsmanship which won for Magnavox the first Navy "E" award (and White Star Renewal Citation) among instrument manufacturers has made these radio-phonographs the first choice of discriminating buyers. The Magnavox Co., Fort Wayne, Ind.

Magnavox

THE GREAT VOICE OF RADIO



Some heartening facts about Cancer

WHAT PROGRESS is being made in the battle against cancer? Are more lives now being saved?

The answer is "Yes!" The proof is found in the growing thousands of cured cancer patients who literally have new leases on life. But medical men would like to impress the public with one important point:

The chances of cure depend directly upon how early the disease is recognized and treatment begun. Cancer, in the beginning, is confined to a small area. Later, it spreads until cure is difficult, often impossible.

People sometimes delay examination of a suspicious symptom—they "wait and see." If this applies to you or someone you know, your own peace of mind calls for an immediate examination. Encouragingly, authorities tell us that only a comparatively small percentage of such symptoms prove to be cancers. This is borne out by the following report of a leading cancer clinic...

Of several hundred women who applied for examination because they had suspicious symptoms and suspected cancer, only $11\frac{1}{2}\%$, or slightly more than one in ten, actually had the disease. Imagine the relief of the other $88\frac{1}{2}\%$ who learned that they did not have cancer!

Thus, suspicious symptoms do not always mean that cancer is present. They usually do indicate

that something *else* needs medical attention. The difference can be determined only by a careful examination. It is always best to play safe. Any of the following symptoms warrants an immediate visit to the doctor...

- 1. Any unusual lump or thickening, especially in the breast.
- 2. Any irregular or unexplained bleeding.
- 3. Any sore that does not heal, particularly about the mouth, tongue or lips.
- 4. Persistent indigestion, often accompanied by loss of weight.
- 5. Noticeable changes in the form, size, or color of a mole or wart.
- 6. Any persistent change from the normal action of elimination.

Metropolitan will send upon request a free booklet, 83-N, "A Message of Hope about Cancer."





Lily Pons and Andre Kostelanetz, painted for Magnavox by Boris Chaliapin

First family of music . . .

A RECORD audience of 300,000 crowded into a joint summer concert in Chicago to pay tribute to the genius of Lily Pons and Andre Kostelanetz. The unique talents of this great coloratura soprano and her celebrated conductor-husband have brought the appreciation of good music within the ken of grateful millions.

Miss Pons has the admirable faculty of projecting her warm personality to audiences through her glorious voice and charming presentation of the classics.

Andre Kostelanetz has created a distinct symphonic style, and a new interpretation of the works of the old masters as well as the popular music of the day. This has brought to him a vast following of music lovers of all tastes.

Today these great musicians are bringing relaxation

Magnavox RADIO D PHONOGRAPH and comfort to men in our armed forces as well as those of us on the home front through their recordings and broadcasts.

Like other great artists Mr. and Mrs. Kostelanetz have chosen a Magnavox radio-phonograph for their home. For in Magnavox they find an incomparable clarity and trueness of tone which alone can do justice to the great music of the world.

Today no more Magnavox instruments are being made because the talent and craftsmanship which created these superb radio-phonographs are devoted to the production of electronic and communication equipment for the armed forces and music-distribu-

tion systems for warships. In the postwar era Magnavox will again take its place as the pre-eminent radio-phonograph combination. The Magnavox Co., Fort Wayne, Ind.





Buy War Bonds For Fighting Power Today—Buying Power Tomorrow

THE CHOICE OF GREAT ARTISTS



PICTURE OF A MAN LOOKING INTO THE FUTURE

Row upon row of bassinets—and a nurse holding up a baby. The baby!

But Dad sees much more than a newborn son. He sees a long future stretching ahead . . . a future of good companionship and fun . . . of kite flying . . . of camping trips . . . of electric trains . . . a thousand confidences to be shared.

Yes, being a father is a job—with a future. And that future is the most important thing in the world. In years to come, that little tot in the nurse's arms will look toward you, depend on you—don't let him down, Dad.

Today, just as it has been since the year 1875, The Prudential's business is with the future—your family's future, and that of some 8,000,000 other American families. Our job is to help make those

tomorrows safe and secure—and to make *today* happier by giving you the peace of mind that wisely bought life insurance can bring.

Now, as always, your friendly Prudential agent is ready to help you. He is one of your neighbors you ought to know well.

Buy War Savings Stamps from your Prudential agent.

The PRUDENTIAL

INSURANCE COMPANY OF AMERICA



A Mutual Company

HOME OFFICE: NEWARK, NEW JERSEY





The Army-Navy "E" proudly flies over Buick plants in both Flint, Mich., and Melrose Park, Ill., having been awarded to Buick people for outstanding performance in the production of war goods.

ONE of the toughest assignments ever put up to the Ordnance Department of the U. S. Army had to do with this seemingly simple item shown here.

It is a shell case for a 75-mm gun. Ordinarily it is made of easily-worked brass. But brass was desperately scarce. The tough and urgent job was to make it instead from a billet of plain, ordinary, run-of-the-mill steel like this:



To work in our fast-firing 75's, this shell case must have certain definite and dependable charac-

teristics, and no maybes about it.

It must be exactly right as to size.

It must not be one iota too hard at any point, lest it crack in firing, nor one iota too soft, lest it expand and jam the breech block.

It must stand repeated firings and remain reloadable.

The job of working out the method of

accomplishing this was a long and puzzling one that called for many minds and much experimenting.

But today these cases are coming from Buick plants at a rate that runs in the hundreds of thousands every month.

And they are coming out true in every respect to the rigid Army specifications which obviously must apply to such important materiel.

So you can scratch off another "impossible" as an accomplished fact.

You can chalk off millions of pounds of precious brass saved for other vital military jobs where no alternate material can be used.

And you can go ahead and buy more War Bonds confident that this and like forms of American industrial will-to-win are making each Bond buy the utmost for Victory.





OVER A MILLION MILES A DAY...



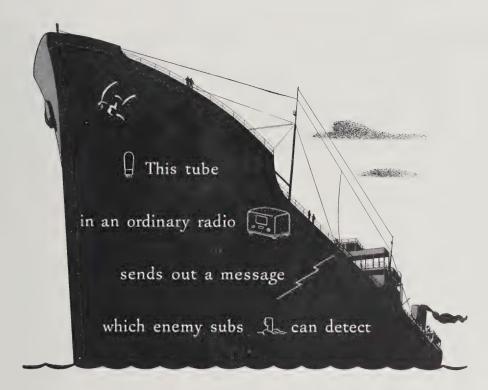
JACOBS GAIRCRAFT OF STANDARD S

Each day the future Bomber Pilots of the United Nations are flying Jacobspowered twin-engine Trainers more than 1,000,000 miles, from United States and Canadian training fields, acquiring the skill and precision that will devastate the factories and ship-yards, the railroads and power lines of the Axis—and that soon will blast the way for our Armies to Berlin and Tokyo.

Day-in and day-out these sturdy engines are ready to go—from dawn to dusk and into the night—on their essential mission of qualifying the Bomber Pilots for their job of freeing the World from the ruthless selfishness of Hitler and Tojo.

When this job has been accomplished, these sturdy engines will carry millions of free people safely and economically on missions of commerce, of mercy and of pleasure.

JACOBS AIRCRAFT ENGINE CO.



A blessing to men at sea... the Scott Marine Model Radio is mum to the enemy

What nobody was concerned about, until torpedoes taught us, is that a radio set *re-broadcasts* a signal while it is *receiving*. Sensitive range finders picking up this signal could spot our vessels 100 miles away.

But the Federal Communications Commission stopped all that—banned radios from shipboard until a safe entertainment radio could be produced. Radio manufacturers were asked to find the solution. Scott engineers, accustomed to tough problems of research, invented a new set in 30 days—won approval from the FCC and won thanks from our men in all the services, on lonely waters, cut off from news broadcasts and favorite programs.

The Scott Low-Radiation Receiver is the *first* radio that can be operated with complete safety on both the broadcast and shortwave bands essential to good reception far from land under difficult shipboard conditions. You'll find Scotts on tankers, on merchantmen, on American ships of every kind . . . as fast as the cap get them there are giving

fast as we can get them there . . . giving men at sea the programs, the news from home, the relaxation they need and deserve, *in safety*.



SCOTT

Marine Model

RECEIVER

•The Scott Marine Model is for shipboard use exclusively and is available for installation under priority ratings.



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- THE NATIONAL GEOGRAPHIC SOCIETY'S large maps of the continents and oceans, and corresponding Indexes, make up the world's most up-to-date atlas and gazetteer. Use them to follow the progress of our Armed Forces on every front. Maps come on either paper or linen. Indexes available for all maps marked with asterisk.*
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"BOOK OF BIRDS" IN FULL COLOR

■ 950 birds—all major species of United States and Canada—are shown in FULL COLOR in this magnificent two-volume work, edited by Gilbert Grosvenor and Alexander Wetmore. The colorful, authentic portraits, brilliantly painted by Allan Brooks, fill 204 of the 748 pages! In addition, "The Book of Birds" contains 232 photographs, 17 migration maps, 37 fascinating articles, 633 biographies, and an index with 3,000 references—an encyclopedic wealth of bird lore! Green-cloth binding: 7 x 10¼ inches. \$5 the set of two volumes, in U. S. & Poss. Elsewhere, \$5.50 in U. S. funds. Sent postpaid.

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A. A. Allen

■ Look again and you will see a second hummingbird—a newly hatched "image" that barely fills the bottom of this spoon! Here is but a glimpse into "The Book of Birds" about which readers and reviewers say: "A marvel of new wonders." "An ornithological treasury!" "Four times the cost of the set would be reasonable."



A GOVERNMENT official was being shown a new idea in the Zenith laboratories. In passing, he commented upon the outstanding manner in which the radio industry was effecting the rapid and continuous changes necessitated by war requirements. A Zenith official replied—he said:

"... the answer is easy. Radio is a triggerquick, fast moving business. Concerns that couldn't 'change overnight' are out. In this industry, we're used to fighting with new ideas—only—now we're 'fighting' Japs and Germans instead of each other."

In that statement is evidenced the condition that made possible Zenith's attainment of industry leadership. Ever increasing public acceptance of Zenith name and product resulted from a never ceasing stream of Zenith "first"—new featuresnew devices and new sets which enabled us to truthfully say to the public "Only Zenith Has This"—



Today you find as commonplaces—essentials—of most radio sets—features first introduced to the public by Zenith—such as—

"FIRST" PUSH BUTTON TUNING

Years—yes, years ahead of the industry—(1928) a Zenith set embodied push button selection of the station desired. Our slogan in 1928 was "Push the button—there's your station."

"FIRST" HOUSE CURRENT SETS

"Way back when" (1926) home radios were operated from storage batteries until Zenith offered the first set run by house current.

For over seven years, Zenith Radio Corporation has advertised on our short wave sets—"Europe, South America or the Orient Every Day or your money back." It has never been called upon for a refund.

BELOW—A FEW NEW ZENITH "FIRSTS"—"FROZEN" BY ZENITH CHANGEOVER TO WAR PRODUCTION

"FIRST" LONG DISTANCE PUSH BUTTON PORTABLE

1942 saw the national introduction of a revolutionary new portable—the Zenith Trans-Oceanic. Without increase in size or weight it gave push button operation for foreign and U. S., short wave stations—tuned in the same way as locals—and standard broadcasts too. It contained a disappearing fish pole antenna plus dual Wavemagnets—operated from battery or house current—was born of Zenith pioneering in LONG DISTANCE RADIO RECEPTION.

"FIRST" SAFETY AUTO RADIO

The only auto radio you can operate WITHOUT TAKING YOUR EYES OFF THE ROAD—or—YOUR HANDS OFF THE WHEEL—the Zenith Safety Foot Control Auto Radio. This remarkable new radio was on the FORD, NASH, MERCURY, LINCOLN-ZEPHYR, HUDSON and WILLYS. Owners of these cars will gladly demonstrate their Zeniths—give you a "preview" of "tomorrow's radio today."

-AND THESE ARE JUST A FEW OF THE MANY ZENITH "FIRSTS"-

"MILITARY SECRET"

Today all Zenith production centers on war needs. What we are making is a military secret. But three things we can tell you. First ... we are dealing with the thing we know—radio—and radio exclusively. Second ... we are learning every day—gaining new knowledge which will reflect itself in Zenith civilian products when the time arrives. Third ... we now know—by first hand experience—that our Army and Navy are more than "up-to-date"—they are alert and progressive in thought and action—almost unbelievably so. This fact is a great reassurance to us here as citizens—it commands our complete confidence as it would yours if you knew what we know.



PROPHECY

Four great industries are destined to lead this country back to normalcy after victory is

Planes and radio are two of the four, Radio—never a necessity on ship or train—is as essential as the engine itself to that great new form of individual and mass transportation—the airplane.



BETTER THAN CASH

U. S. War Savings Stamps and Bonds



— a Zenith Radio Dealer near you is giving reliable service on all radios—regardless of make.

ZENITH
RADIO CORPORATION
CHICAGO

"Buy U. S. War Bonds-They Identify You"





achmanino

This informal portrait of the celebrated pianist-composer by Boris Chaliapin, son of the famous basso, is part of the Magnavox series of great contemporary musicians.

This great Russian-born pianist-composer confesses that he began as a "lazy and mischievous boy" who shirked his practicing. Under a great teacher, the young Rachmaninoff worked to such advantage that at nineteen he composed his first opera, "Aleko".

During the Russian revolution, Sergei Rachmaninoff escaped to America to become one of this

country's most distinguished citizens. He has contributed to the world's storehouse of great music for half a century, and today is at the peak of his achievement and popularity.

Like all musicians, Rachmaninoff has always received his greatest relaxation from music.

For his own home, he has chosen a Magnavox radiophonograph. For in Magnavox, he finds an incomparable clarity and trueness of tone which alone can do justice to the great music of the world.

Music Goes to War. For men in the armed forces music is relaxation - comfort - and a tie to home. See your

Magnavox dealer for a wide selection of records to send to YOUR soldier or sailor.

The fine craftsmanship which won for Magnavox the first Navy "E" award (and White Star Renewal Citation) among instrument manufacturers has made these radio-phonographs the first choice of discriminating buyers.

The Magnavox Company, Fort Wayne, Indiana

The War Bonds you buy today will help pay for a Magnavox radio-phonograph after the war.

Magnavox
THE OLDEST NAME IN RADIO



To Grace Your Home...

Exquisite color — beauty of contour distinguish Roseville's charming new Water Lily motif. Fifty useful, decorative pieces in Rose, Blue or Brown. Modestly priced at dep't stores and gift shops. Send 10c for pottery booklet. ROSEVILLE POTTERY, INC. Dept. N-33, Zanesville, O.

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443 FULL COLOR

Portraits in "The Book of Fishes"



Here is a "Book of Fishes" for everybody! Any person, young or old, will enjoy the educational and thrilling experiences provided by this 372-

page book, edited by John Oliver La Gorce. It is the most comprehensive FULL-COLOR presentation yet published of the important food and game fishes of the United States. "The Book of Fishes" contains 105 pages of FULL-COLOR plates, 162 action photographs, 102 biographies, and 11 chapters of fascinating narrative. Bound in light-blue cloth covers, 7 x 101/4 inches. \$3 in U. S. and Possessions; elsewhere, \$3.25 in U. S. funds. Sent postpaid.

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DEPT. B-Z. WASHINGTON, D. C.



Vladimin Horowitz painted by Boris Chaliapin for the Magnavox series of great contemporary musicians.

With flour and butter they paid to hear him . . .

VLADIMIR HOROWITZ has been honored by old-world royalty... and by starving peasants. During his early career in the hungry, moneyless Russia of 1920, poverty-stricken men and women from the farms paid in flour and butter for the privilege of hearing the young pianist.

In 1928, this Russian-born musician made his American debut and received a stirring ovation. Today he is recognized as one of the world's greatest living pianists. Critics speak of his "Pied Piper hands" and his "electrifying personality." His magic touch on the piano has brought inspiration to millions through his concerts and records.

In all America it would be difficult to find a more musical household than the California home of Vladimir Horowitz. His wife is the daughter of Arturo Toscanini. At eight, their daughter, Sonia, already shows great promise on the violin. Naturally, when the members of such a family select a radio-phonograph, they are far from easy to please. It is a tribute to the clarity and tonal qualities of the Magnavox that in his own home, Vladimir Horowitz uses this famous instrument to check his recordings and to give pleasure to his family.

Music Cheers Fighting Men—is a treasured tie to home. See your Magnavox dealer for a wide selection of records to send to *your* soldier or sailor.

BUY WAR BONDS FOR VICTORY TODAY-SECURITY TOMORROW



The fine craftsmanship which won for Magnavox the first Navy"E"award (and White Star Renewal Citation) among instrument manufacturers has made these radio-phonographs the first choice of discriminating buyers.

The Magnavox Co., Fort Wayne, Ind.

Magnavox

THE OLDEST NAME IN RADIO

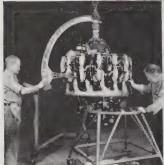
Victory hangs in the balance.





CLEANING A MOTOR

MOTOR ASSEMBLY



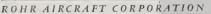
The ROHR TILTING Arc

is typical of American ingenuity which is swinging the production balance further in favor of the Allies. It is just one of the many specially conceived devices and methods by which Rohr Production Fighters speed their thousands of tasks to ready Rohr equipped planes for the war front.

The Rohr Tilting Arc enables fewer men to turn out more work in less time and with less fatigue. It suspends heavy aviation motors in so delicate a balance that the pressure of a workman's hand moves them to any position within a 90° arc. Its application to fields of final assembly and advanced base repair increases its winthe-war service immeasurably.

HELPING TO WRITE
THE STORY OF TOMORROW







MATING A WING



CHULA VISTA, CALIFORNIA



From musical amateur to England's greatest conductor is the success story of Sir Thomas Beecham. Early exposure to good music was his inspiration . . . the spark which kindled his genius. Man of fine education, in music he is largely self taught.

So marked was his early natural ability that at the age of ten he conducted an amateur orchestra. Next came a wide professional experience . . . first in opera, then as conductor of his own symphony orchestra.

His profound versatility is evidenced by his long

list of successes . . . as operatic impresario . . . as director of Covent Garden . . . as symphonic conductor . . . and as founder of the London Philharmonic Orchestra.

Like many another great artist he finds renewed inspiration and pleasant relaxation in listening to his Magnavox radio-phonograph.

> For in its rich, mellow tones he hears musical reproduction lifelike and true.

You, too, will thrill to its realistic clarity and fidelity whether you select radio or record programs.



The fine craftsmanship which won for Magnavox the first Navy "E" award (and White Sta Renewal Citation) among instrument manufacturers has made these radio-phonographs the first choice of discriminating buyers Magnavox

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The Commodore—Right at Grand Central and Air Lines Terminals. Near all attractions. 2000 comfortable, outside rooms all with private bath.

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Park Lane Hotel. Park Ave. at 48th. Convenient, distinguished. Single rooms from \$5; double from \$7; suites from \$12. Apartments, permanent occupancy.

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	1943
To the Secretary, Nat	tional Geographic Society,
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I nominate	
Occupation	
	This information is important for the records)
Address	
	for membership in The Society.
2-43	Name and Address of Nominating Member



One of a series of incidents in the lives of immortal composers, painted for the Magnavox collection by Harry Anderson

The stormy beginning of "Tonight We Love"

"Frankly your concerto is worthless, Peter Ilich, utterly worthless! It is trivial—unplayable!"

This was the devastating criticism of Nicholas Rubinstein, celebrated Russian pianist and colleague of Peter Ilich Tchaikovsky, when the composer played his Concerto No. 1, in B-flat Minor, for his friend's appraisal. "By degrees his passion rose and finally he resembled Zeus hurling thunderbolts," Tchaikovsky wrote, describing the scene.

Although deeply discouraged, Tchaikovsky did not destroy his concerto as Rubinstein advised and it was first played in Boston in 1875. For sixty-six years, though popular with concert goers, it was practically unknown to the public. Then, in 1941, Freddy Martin madethearrangementwhich became known as "Tonight We Love." In a few weeks, it took America by storm.

To appreciate the true worth of Tchaikovsky's com-

positions, or any of the thousands of other musical treasures we have inherited from the past, you should hear them played by a Magnavox radio-phonograph.

Because of its incomparable clarity and tone quality, this is the instrument chosen over all other radio-phonographs by such famous modern musicians as Kreisler, Rachmaninoff, Rodzinsky and Horowitz.

The Magnavox Company is now producing electronic and communication equipment for the armed forces and music distribution systems for warships—and has won the first Navy "E" award to be given in this field. When the war ends, Magnavox will again take its place as the pre-eminent radio-phonograph combination. The Magnavox Company, Fort Wayne 4, Indiana.

Buy War Bonds For Fighting Power Today — Buying Power Tomorrow

Magnavox. The choice of great artists



Magnavox radio-phonographs are bringing relaxation and courage to our fighting men on many new battleships and aircraft carriers. Seeyour Magnavox dealer for a wide selection of records to send to your soldier or sailor.

"Don't tell the General...but I helped put his army on synthetic rubber tires!"





ONLY FM RADIO BRINGS YOU ALL THE NOTES IN GLORIOUS "NATURAL COLOR"

As different as black-and-white movies and movies in full color . . . as different as a cloudy sky and "Oh, What a Beautiful Mornin'" . . . that's the difference between conventional radio and FM!

FM (Frequency Modulation) is an entirely new kind of radio. On conventional radio, notes literally "get lost" from studio to home. You hear only a *third* of them. But an FM radio receives all the notes—high, middle, low—plus the overtones that give music its color and beauty!

Your General Electric radio tomorrow will be FM at its finest. Many of the new General Electric post-war radios will receive both Frequency Modulation and conventional broadcast and on either kind will give you finer reception than you have ever had before!

General Electric Company, Schenectady, New York.

Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T., CBS. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T., NBC.

Every week 192,000 General Electric employees purchase more than a million dollars' worth of War Bonds.

GENERAL ELECTRIC



Every General Electric radio is an electronic instrument. The heart of every G-E radio is the electronic tube. This tube is similar to electronic tubes used in G-E television equipment, and in G-E electronic apparatus that speeds war output in thousands of industrial plants.

Communications FORVICTORY





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ANN ARBOR

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FINE AMERICAN CAMERAS

PRECISION OPTICAL INSTRUMENTS

AVIATION RADIO EQUIPMENT

BUY WAR BONDS



A father looks at his son

"GOODBYE JOHNNY ... when you wake up, I'll be gone. ...
"And all the things I've planned for you will have to wait
... the games we were going to go to ... the books we were
going to read ... the music we were going to discover
together. ...

"I'll make up for them some day, Son. . . . They're my unfinished business. . . ."

When families are together again, you'll want to give your children advantages they're missing today.

You may consider buying a fine radio to bring great music into your home.

If you do, we suggest you listen to a Stromberg-Carlson. For into this instrument will go the skill of half a century . . . the magic of FM radio at its best . . . and many revolu-

tionary wartime developments.

If you want your children to know the inspiration of great music in all its greatness, plan to have them hear it through the postwar Stromberg-Carlson. Until then, buy War Bonds to speed that happy day.



IT WAS PEOPLE, working for Victory, that won Stromberg-Carlson the Army-Navy "E"... To these men and women, and to our men in the Armed Forces, we have a responsibility to assure them good jobs when peace comes. That is the important reason for planning fine radios for you...and for all post-war planning.

IN RADIOS, TELEPHONES, SOUND EQUIPMENT...
THERE IS NOTHING FINER THAN A

STROMBERG - CARLSON

A HALF - CENTURY OF FINE CRAFTSMANSHIP

€ 1944, STROMBERG-CARLSON COMPANY, ROCHESTER, N. Y.



the tire that, "-goes a long way to make friends"... General.

BUY MORE WAR BONDS

Catalogue



THE GENERAL TIRE & RUBBER COMPANY . AKRON, OHIO

There's a sweet melancholy to the cello (oh yes



Surely you've noticed that as

beauty nears perfection it conveys pain as well as pleasure. Perhaps that is why the voice of the cello... so tender, vibrant and compelling, has more than a tinge of melancholy. But how stirring, how assuaging it is, only those who hear it in its full voice can tell. When you can listen with a Scott, the cello's surging notes will come to your unbelieving ears with the eloquent, moving melancholy of a "living performance."

Meanwhile a Scott is something to wish for, wait for and BUY BONDS for. The only Scotts being built today are marine models—the famed low-radiation receivers that emit not a whisper that lurking submarines can trace. Scotts are going aboard tankers, merchant vessels and men-of-war wherever the flag flies—to bring vital messages of war safely to our ships, and to provide lonely seamen with welcome programs from home.

Scott technicians are proud of the coveted Army-Navy "E" and the Maritime "M" which they have won for excellence of production. E.H. Soon, soon, soon they hope, they will turn their talents back to the happier arts of peace—to bring you the Scott that will be your

heart's desire.



E. H. SCOTT



E. H.	Scott	Radio	Labo	ratorie	e Inc
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Chica	go.				

Please send complimentary copy of your radio booklet, "Achievement Through the Years."

н	the rears.
	Name
I	Address

City.....State.....

E. H. SCOTT RADIO LABORATORIES, INC.
4448 RAVENSWOOD AVENUE, CHICAGO

You owe it to your Uncle Sam!



He needs manpower—every available person. A hearing deficiency may keep you out of the armed forces... but you can do your fighting on the home front... in war materiel plants. A good hearing aid enables you to go all out in the war effort. The movement is growing. In our plant today are workers wearing hearing aids and contributing as competently as if their hearing were normal.

You owe it to your friends!

They want to enjoy your company as much as you do theirs. Your hearing aid means as much to them as it does to you.

Are you really doing your part?

That question only you can answer. Think!

* * * * * * * * * * * * * * *

Report on a Revolution

Zenith recently started a revolution—to reduce the cost of hearing. After years of research and preparation, the Zenith Radionic Hearing Aid is now offered to the public.

The price—\$40—(about one-quarter that of other good vacuum tube instruments). Complete—ready to wear—with miniature radio tubes, crystal microphone and batteries—liberally guaranteed.

Inquiries from everywhere have flooded the mails—telephone calls—telegrams.

A sales volume—unheard-of in this field—is gaining daily momentum—and is a demand created by additional manpower for Uncle Sam's production forces. And—in the doing—we are experiencing that rare satisfaction born of directly contributing to the welfare of individuals.

self-evident merit of the instrument

itself. Today our problem becomes one of production and distribution

—to as quickly as possible make the

Zenith Radionic Hearing Aid avail-

We are doing our best to furnish

able in all localities.

THE ZENITH HEARING AID WILL BE AVAILABLE THROUGH REPUTABLE OPTICAL ESTABLISHMENTS FRAN-CHISED BY ZENITH. (NO HOME CALLS OR SOLICITATIONS.)

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☆ ☆ ☆

TO PHYSICIANS:

A detailed scientific description will be sent upon request. Further technical details will appear in medical journals.

The New Zenith RADIONIC HEARING AID

\$4000 READY TO WEAR

Complete—with Radionic Tubes— Crystal Microphone and Batteries . . . Liberal Guarantee

Zenith has built the best that modern knowledge and radionic engineering make possible into this \$40.00 hearing aid. It has no other models...one model...one price...one quality.

There are cases in which deficient hearing is caused by a progressive disease and any hearing aid may do harm by giving a false sense of security. Therefore, we recommend that you consult your otologist or ear doctor to make sure that your hearing deficiency is the type that can be benefited by the use of a hearing aid.

Write for Free Descriptive Booklet

ADDRESS DEPT. NG-3, HEARING AID DIVISION
ZENITH RADIO CORPORATION

CHICAGO 39, ILLINOIS









Here is that mighty midget in the U. S. Army Signal Corps' matchless communications equipment arsenal. Pioneered and developed exclusively by Motorola Electronics Engineers it is fighting for Victory on every battle front.



For production "beyond expectation" Motorola has received its third award. It is the aim of every Motorola employee to produce faster and better until final Victory has been won.

Motorola RADIO GALVIN MFG. CORPORATION - CHICAGO

"Buy U. S. War Bonds-They Identify You"

THE AUTOMATIC ELECTRIC RESIDENCE ELEVATOR

Operates from Light Circuit Safe-dependable. Moderate price—inexpensive to operate. Easily installed in new or old

Not available now because of war work, but send for descriptive literature. Keep this desirable home convenience in mind.



THE SHEPARD ELEVATOR CO.

Builders of Finest Office and Hotel Elevators

2432 COLERAIN AVENUE: In Principal Cities

 Small, light and easy to 90% of America's wear. Enables hearing norprecision hearing mal conversation clearly, even test instruments are whispers. Write today for MADE BY MAICO "New Experience in Hearing."

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a world of

MAICO COMPANY 2632 Nicollet Avenue, Dept. 55-A, Minneapelis, Minn.

VORIS USE

A Refined Healthful Habit

There is no substitute for absolute mouth cleanliness

*DUES: Annual membership in United States, \$3.50; Canada, \$4.50; site membership, \$100. Remitances should be payable to National Geographic Society. Those from outside of continental United Society. Those from outside of continental United States and Canada should be made by New York draft or international money order.

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* The Membership Dues, Which Are for the Calendar Year, Include Subscription to the National Geographic Magazine

PLEASE FILL IN BLANK BELOW, DETACH, AND MAIL TO THE SECRETARY

To the Secretary, National Geographic Society, Sixteenth and M Streets Northwest, Washington 6, D. C .: I nominate..... Occupation..... (This information is important for the records) Address..... for membership in The Society. 3-44 Name and Address of Nominating Member

His home town of Mt. Carmel



treats Howard Barlow to a

Foretaste of the future



THE world of music was alive with news of a great "miracle" instrument developed at Mt. Carmel, Illinois...

And Howard Barlow, symphony conductor—one of the great American-born music masters of his time—was to be first from the outside world to break the mystery surrounding the music room at Mt. Carmel high school—where the new instrument is on loan "for the duration."

Rightly so, too, for Howard Barlow was "a home-town boy." And, as he waited in the preaudition hush, he prepared himself for what he feared most... disappointment!

Instead, as Howard Barlow himself described it: "The room was suddenly filled with the music of my own orchestra—amazingly real, crystal clear—as all-pervading as if the instruments were no more than a baton's length from my own hand. I heard recorded music reproduced exactly as my orchestra played it. What a gift to mankind, to music, is this new science ... electronics!"

Howard Barlow had just been listening to the only Meissner electronic radio-phonograph in existence—the final laboratory model perfected just before war turned all of Meissner's skill and knowledge to the manufacture of electronic war equipment.

This priceless set will have its luxurious postwar counterparts for all who enjoy the good things of life... for all the lovers of artistic perfection who have long been irritated by the "missing elements" in much of today's recorded music. For them, Meissner offers these and many other important advantages:

Automatic Record Changer—plays both sides of a record in sequence, one side only, or repeats a record just played... avoids record breakage. Provides 2 hours or more of music without your touching a record.

Frequency Modulation—plus advanced electronic features for fidelity and tonal range greatly surpassing such qualities in home radio-phonographs now in use.

Super Shortwave... Distinguished Cabinets... New Ideas in a host of other advancements already being engineered into Meissner electronic equipment for our armed forces around the world.

For tomorrow A NEW WORLD OF SOUND
AT YOUR FINGER TIPS

MEISSNER

MANUFACTURING COMPANY • MT. CARMEL, ILL.
ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE





Copyright 1944, The Pullman Company

"Maybe you're the guy I'm grateful to!"

"Tough day! Assembly line got all snarled up. Didn't finish till seven o'clock.

"Then came a phone call from Plant 5. They need an engineer. Tomorrow morning. 300 miles away. So it's up to me to climb on my horse—my iron horse.

"I tried for a Pullman bed, of course, as soon as I knew I had to go, because a fellow sure does need sleep going to keep going on a job like mine. But everything was sold. Which didn't surprise me, either, for I know that half the Pullman fleet is busy moving troops. And that the other half is carrying more passengers than the whole fleet did in peacetime.

"Anyway, there I was—dead tired—and no bed. I saw myself sitting up all night and getting to that essential job too fagged

out to tell a blueprint from a bluepoint.

"But somebody cancelled a reservation just in time for me

to get this space. Maybe it was you! If it was, thanks a million. Boy, will I sleep tonight! And will that sleep pay dividends tomorrow!"

You never know how important the Pullman bed that you can't use may be to someone else. So please cancel promptly when plans change.

That is one of the most helpful contributions you can make to wartime travel, because sleeping cars are loaded to a higher percentage of capacity than ever before. Yet practically every train carrying Pullmans still goes out with wasted space due to people who either just don't show up or who cancel too late for the space to be assigned to others.

And only your cooperation can prevent this waste of needed accommodations!

* LET'S ALL BACK THE ATTACK WITH WAR BONDS! *

PULLMAN

 For more than 80 years, the greatest name in passenger transportation—your assurance of comfort and safety as you go and certainty that you'll get there



One of a series of incidents in the lives of immortal composers, painted for the Magnavox collection by Walter Richards

Dedicate my symphony to a tyrant? Never!

PHOLDER of liberty and social equality, indeed! Now he will trample on the rights of man," Beethoven raged. He had just dedicated his Third Symphony to his hero, Napoleon Bonaparte-and now Napoleon declared himself Emperor! Furiously Beethoven ripped off the dedicatory page. He changed the name to Eroica. "In memory of a great man," he wrote, implying that Napoleon's soul was dead.

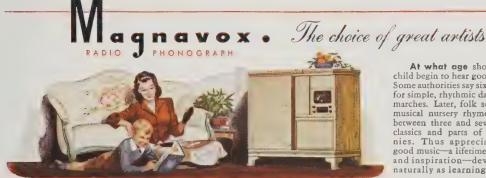
Ludwig van Beethoven, lover of freedom, has been called "The man who freed music." And today freedom is symbolized to millions of people by the opening bars of his Fifth Symphony—three short chords and a long one—V for Victory. His Ninth, too, reflects his unfettered spirit, defying all tradition by introducing choral passages.

Beethoven's impetuous spirit still lives in his master-

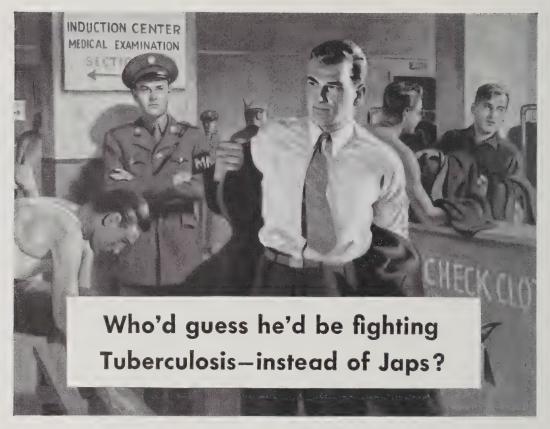
ful compositions. Hear them played by the instrument that does full justice to his genius-Magnavox Radio-Phonograph. This is the home instrument chosen, for its clarity and faithfulness of reproduction, by such contemporary artists as Kreisler, Rachmaninoff, Rodzinski and Horowitz.

The Magnavox Company is now producing electronic and communication equipment for the armed forces. Also music distribution systems for warships. It won the first Navy "E" award (and White Star Renewal Citations) given to a manufacturer in this field. When the war ends, Magnavox will again take its place as the pre-eminent radio-phonograph combination. The Magnavox Company, Fort Wayne 4, Indiana.

Buy War Bonds For Fighting Power Today - Buying Power Tomorrow



At what age should your child begin to hear good music? Some authorities say six months, for simple, rhythmic dances and marches. Later, folk songs and musical nursery rhymes; then, between three and seven, light classics and parts of sympho-nies. Thus appreciation of good music-a lifetime pleasure and inspiration-develops as naturally as learning to talk.



Nobody Guessed Bob would be turned down. A strong, healthy boy like that!
But the eye of the X-ray saw what human eyes could not see—that Bob had early tuberculosis. Luckily, with the help of a sanatorium he will almost certainly be cured.

What is true of Bob is true of thousands who have tuberculosis—many don't even suspect it. Yet a tuberculous person may be a danger to his family, his associates, himself.



Tuberculosis is contagious. The crowded living and working conditions of wartime are favorable for spreading the germs. And germs find easier victims when general health

is low. The best precaution is keeping fit, plus regular physical examinations including chest X-rays.



An X-ray of your chest can detect tuberculosis before other symptoms become apparent. The usual symptoms—a persistent cough, chest pains, blood-streaked spu-

tum-may come very late. Then cure may be slow and difficult. Loss of weight, touches of indigestion, a constant tired feeling also may mean tuberculosis.



Unfortunately, State health departments and tuberculosis sanatoriums report that some patients are forsaking health institutions for wartime jobs gambling away their chances of

recovery, and exposing others to infection.

Tuberculosis is dangerous to all ages, but particularly to young adults. Elderly people with coughs, "bronchitis," or "asthma" may have it. If you or members of your family have been in contact with a tuberculous person, see your doctor at once.

Tremendous progress has been made in fighting tuberculosis. Thirty years ago the death rate among wage-earning families was 220 per hundred thousand people. Today it is about 40. On request, Metropolitan will send you a free booklet, 44N, entitled, "Tuberculosis."

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He'll be safer ...his return more swift-more certain

Because your soldier son or brother or your husband saw and studied the grim lessons of an Army training film ... because a carefully planned movie helped to teach him how to use a weapon or protect himself against one . . . he'll be safer . . . his return more swift-more certain.

That assurance is your gift.

Every manufacturer of film equipment is helping to give it to you . . . helping, as only motion pictures can, to make today's fighting Americans

the best trained, the smartest, best protected Army and Navy in the world.

We're helping, all of us, to keep these young men on their toes ... bringing them familiar bits of home in all the far places of the earth . . . with movies.

We're seeing to it that they don't forget there's laughter and romance still alive in the world they're fighting for. Precision sighting devices for tanks and planes, engineered by B&H technicians, are giving them a winning edge over the enemy.

And that's our gift to them.

Bell & Howell Company, Chicago; New York; Hollywood; Washington, D.C.; London. Est. 1907.

*Opti-onics is OPTIcs . . . electrONics . . . mechanICS, It is research and engineering by Bell & Howell in these three related sciences to accomplish many things never before obtainable. Today, Opti-onics is a WEAPON TO-morrow, it will be a SERVANT . . . to work, protect, educate, and entertain.



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WHAT YOU SEE YOUGH Products combining the sciences of OPTIcs · electrONics · mechanICS

Bell and Howell





For the development and production of Radio Communications Equipment for our Armed Forces, the Motorola organization was awarded the Army-Navy "E" with added Star for continued excellence of performance. Motorola is proud of the part it has been privileged to play in the speeding of Victory.

FUNNY-LOOKING gadget, that old-time radio set. Big, bulky horn . . . dials and more dials . . . squeaky and noisy as all get out. Not much like the radio now in your living-room or car. And yet the radio you buy not too long after the war may make your present-day set look and sound as antiquated as that early Electronic instrument looks now. Today Electronics is fighting bril-

liantly for America and its Allies. In battle it warns of approaching danger so we can destroy the enemy; in the electric eye it searches for and exposes flaws in heavy castings; in resistance-welding it doubles and triples production. These and countless others are Electronic achievements of vast importance now and for the future. The First Electronic instrument to benefit will be radio.

Your First Post-War Electronic Purchase Should Be a Motorola Radio

Motorola Engineers are making full use of the newest Electronic knowledge in the production and development of Radar and Communications Equipment now being used by American fighting men on every battle front. Soon after Victory gives the

green light to civilian production, the "know how" of Motorola Engineers will be switched to the production of civilian radios for home and car with the same all-out efficiency and perfection. Expect the finest in Radio from Motorola.

Take good care of your radio. It is a vital wartime necessity. For service, consult your local classified telephone directory for a nearby Motorola Dealer



BUY WAR BONDS





"I smoke a Kaywoodie"

I've learned about pipes. Learned from smoking them. There's a difference—some pipes smoke better than others, and taste better. Kaywoodie is the pipe I've smoked for years. I could do without any of the others. The war hasn't stopped Kaywoodie from using the real Mediterranean briar-wood that's been the universal choice of pipe makers for 100 years. Kaywoodies are cut from

pre-war stocks, in the same old way. You won't find in any other pipe the good-tempered flavor that's characteristic of Kaywoodie. Always pleases, never troubles. Discriminating smokers know this and like it so well that all over the world you hear "I Smoke

a Kaywoodie." It's internationally recognized best.

Kaywoodie Co., New York, London In New York, 630 Fifth Avenue, New York 20, N. Y.



BUY WAR BONDS Their ears have heard

The music of the morrow



During this holiday season the high school pupils in a little Illinois city are having an unforgettable experience.

They are hearing the richest voice born of the new science of electronics, singing carols with the age-old promise ... "On earth peace, good will towards men."

Only one such voice sings today. For, at war's outbreak, research had just been completed on only one Meissner radio-phonograph, designed to revolutionize all standards for reproduction of sound in the home.

That laboratory model is on loan to the high school of Meissner's home town, Mt. Carmel, Ill. There the pupils are enjoying a musical experience you also may share when this instrument is marketed after victory. When that day comes these are advantages you may expect:

FREQUENCY MODULATION—plus advanced electronic fidelity and tonal range greatly surpassing that found in any home radio-phonographs now in use.

AUTOMATIC RECORD CHANGER - selects and plays any record, anywhere in the stack...plays both sides in sequence, one side only, or repeats... avoids record breakage.

A COMPLETE HOME RECORDER ... DISTINGUISHED CABINETS ... NEW IDEAS already being engineered into Meissner electronic equipment for our armed forces around the world.

TO ARMY AND NAVY EXPERTS in electronics, the Meissner name plate is as familiar as it has been for years to advanced amateurs and professional radio en-

gineers. For excellence in the production of electronic equipment, Meissner has been awarded the Army-Navy "E" with additional star.

For tomorrow-A NEW WORLD OF SOUND AT YOUR FINGER TIPS

MEISSNER

ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE



Helping the tire maker: Pictured here is a laboratory model of the new Westinghouse-developed "mass spectrometer," an adaptation of which analyzes gases with incredible swiftness and accuracy. Right now, one of the most important of its many uses is speeding up tremendously a step in the making of synthetic rubber.

Westinghouse research accepts every wartime challenge ...

Under the spur of war, Westinghouse research is delving into numberless mysteries, not only in the vast field of electricity and electronics, but also in chemistry, physics, metallurgy, plastics. And as a result, out of the great Westinghouse laboratories has come a steady stream of new war products, and new and better ways of making old ones.

Westinghouse research develops new talent for America...

To Westinghouse, each year, come several hundred budding scientists and engineers—to work, to learn, to blaze new trails in electrical research. And each year, through more than 100 Westinghouse scholarships, young men enter America's engineering colleges to develop the native skill and talent that have made America great and will make it greater.





Westinghouse research promises new wonders for peace ...

You have heard much talk of the marvels

You have heard much talk of the marvels science will offer you after the War. Well, there will be marvels—plenty of them—and Westinghouse research is working to contribute its full share. But we will never lose sight of what we consider our first duty: seeing that, beyond all question, each Westinghouse product, old or new, is the very finest of its kind. Westinghouse Electric & Manufacturing Co., Pittsburgh, Penna. Plants in 25 cities, offices everywhere.



One of a series of incidents in the lives of immortal composers, painted for the Magnavox collection

Only 20 Cents for Music that is Immortal

THROUGHOUT his short life, the genius of Franz Schubert met with little recognition. Often he lacked money to buy paper on which to write his music. And for some of his most lovely melodies, he received nothing more than a few pennies.

Yet, in spite of poverty, hardships and disappointments, Schubert is not a tragic figure. His gay and charming spirit won him a host of good friends. And from his early youth, he knew that deep, inner satisfaction that comes to those who have the gift of creating great music.

Today, critics hail him as the "greatest poet of music." For sheer lyrical beauty, his work has never been surpassed. To enjoy Schubert's immortal songs to the full, hear them played on an instrument that

does justice to their greatness. Hear his Serenade or his Ave Maria on a Magnavox radio-phonograph. Because of its incomparable tone and clarity, the Magnavox is the instrument that many of the most illustrious musicians—Rachmaninoff, Kreisler, Horowitz, Ormandy, and Rodzinski, to mention only a few—have chosen for their own homes.

Today the Magnavox Company is producing electronic and communication equipment for the armed forces and music distribution systems for warships—and has won the first Navy "E" award to be given in this field. When the war ends, Magnavox will again take its place as the pre-eminent radio-phonograph combination. The Magnavox Company, Fort Wayne 4, Indiana

Buy War Bonds For Fighting Power Today — Buying Power Tomorrow

1

Wagnavox. The choice of great artists



Music brings relaxation and courage to fighting men. Standard Magnavox instruments are in use on many of our new battleships and aircraft carriers. See your Magnavox dealer for a wide selection of records to send to your soldier or sailor.

Communications FORVICTORY





AWARDED TO PLANT 2 OPTICAL DIVISION

FINE AMERICAN CAMERAS

PRECISION OPTICAL INSTRUMENTS

AVIATION RADIO EQUIPMENT

BUY WAR BONDS

MILITARY AVIATION RADIO EQUIPMENT

BY

<u>argus</u>

INTERNATIONAL INDUSTRIES, INC.



MICHIGAN



The voice of the flute rises cool and clear, especially in such breath-taking passages as those in "The Afternoon of a Faun." To hear it undimmed, untarnished by reproduction, is an experience that leaves musicians rapt

and unbelieving.

But why talk of a Scott now when it has gone to war? Because music is being loved and dreamed and remembered as much today as ever. New stirring evocations such as Shostakovitch's Seventh will emerge and be waiting to be heard. And among the blessings of a well-won peace will be a Scott, we hope, for you, to bring these newer masterpieces and the entire world of music into your home in a "living performance."

Meanwhile the Scott's amazing fidelity brings our men-at-sea (with never a telltale leakback to the enemy) the vital messages of war, or those longed-for programs from home. With all the famous Scott handcrafting skill we are building Marine Models faster and faster, to fit out newly launched ships of the Navy and Merchant Marine, and for our gallant older ships that once were forced to sail in lonely silence.... And are you buying bonds, bonds, and still more bonds, to hasten the peace and your appointment

with the Scott of your dreams?

. H. SCOTT RADIO LABORATORIES, INC.

4450 RAVENSWOOD AVENUE, CHICAGO

his Oh!s and Ah!s at the Scott's uncanny perfection.

Those high and

silvery notes of the

flute are among the

most difficult for a

radio to capture . . .

but listen with any

musician and hear



Through snow, sleet, rain or fog

• Swirling snow, dense fog, dim the vision. Enginemen and trainmen are constantly alert. Trackmen, switchmen, signalmen—and others—are vigilantly performing their duties.

Regardless of weather conditions, the trains are going through. Carloads of war materials, thousands of troops, are being transported without undue delay. Every minute counts.

War has re-awakened America to the vital part railroads play in the nation's life at all times. In addition to transporting normal, essential freight, the railroads—by their performance in handling the enormous wartime traffic—have won the unstinted praise of high-ranking government and military officials.

This achievement has been due to the tireless effort of employes, keen edged efficiency, the whole-hearted cooperation of shippers, and the remarkable progress in rail transportation engineering during pre-war days.

Thousands of Union Pacific employes are working, sacrificing and fighting to keep alive the American tradition of equal opportunity for all...to maintain the doctrine of liberty which guarantees every individual the right to advancement, limited only by ability and enterprise.





Mr. Potter's private war

Mr. Potter closed his eyes and listened to the music....
He was on the bridge of a destroyer in the North Atlantic.
... Captain Potter gets the convoys through.

Then he was Pilot Potter... riding the skies over Europe. The music softened... and Lieutenant Potter of the U. S. Marines was lying wounded in the jungle... pale and drawn. Then his wife called, "Henry!" she said, "Put the cat out and come to bed."

To Mr. Potter, music is relaxation from war work.... To the girl whose husband has gone to war, music is a companion. Music is many things to many people... but it is at its best when heard with all the subtleties that give it meaning. Tomorrow, all the richness, all the greatness of fine music, will come to you through the postwar Stromberg-Carlson. This is a promise worth remembering... for it is backed by fifty years of experience... by the skill that made Stromberg-Carlson the leader in FM... and by many new wartime developments! Keep the postwar Stromberg-Carlson in mind.... Your War Bonds will buy nothing finer!



now to bring you fine Stromberg-Carlson radios when peace comes continuous for our men in the armed forces . . . and good jobs for our men in the armed forces . . . and good jobs for the men and women whose work has won for Stromberg-Carlson the Army-Navy "E."

IN RADIOS, TELEPHONES, SOUND EQUIPMENT...
THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON

A HALF-CENTURY OF FINE CRAFTSMANSHIP

© 1944, STROMBERG-CARLSON COMPANY, ROCHESTER, N. Y.



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"I should kept my big mouth shut!"



He would have, if he'd read the Pocket Guide to Iran, which the War Department gave him when he started overseas. It says:

"When in an Irani home, don't be too enthusiastic about admiring some object. Your host might...give it to you."

But the corporal *did* enthuse. And now he's stuck for part of next month's pay besides, because the book goes on:

> "If an Irani makes you a gift, the proper thing to do is to give him one of equal value in return."

That's the custom of the country. He learned it the hard way!

There's an American custom that many boys have learned the easy way since they went in service. It's the custom of traveling in comfort

—which troops in training do at the rate of 30,000 every night.

To many of them, going Pullman is a new experience. And that is just what it will be to everyone when the war is over and new

Pullman cars bring new comforts and conveniences.

Duplex-roomette cars, for instance, on almost every train—such compact little gems of comfort and convenience that it will be like traveling in your own living room, by day; like sleeping in your own bedroom at night—as you speed safely and dependably toward your destination.

Pullman plans that duplex-roomette space will cost little—if any—more than lower berths cost now. And there'll be another new type car—the coach sleeper—providing Pullman comfort and convenience for less than the present rate for a berth in either standard or tourist sleeping cars.

That's what Pullman has in mind for the day when America can travel for pleasure again—in the comfort that's the custom of the country.

* LET'S ALL BACK THE ATTACK WITH WAR BONDS *

PULLMAN

For more than 80 years, the greatest name in passenger transportation

The William Conference of Concession



In all her world of music, Rise Stevens had never heard anything like this

To a born New Yorker, who had sung for the elect of four continents — the little city of Mt. Carmel, Ill., might seem as far away as the distant planets.

But here it was... as real as the beautiful cabinet on which her elbow rested. For this was Mt. Carmel's glorious new gift to music — and Rise Stevens was enjoying it as she had never before enjoyed recorded music of any kind. "Such wonderful, wonderful music!"... exclaimed Miss Stevens. "I can't wait until I have a Meissner of my own — exactly like this one!"

Rise Stevens, star of opera, film*and radio, had just heard the only Meissner electronic radio-phonograph in existence — the final laboratory model perfected just before the war. Its luxurious postwar counterparts, however, will bring new pleasure to all the lovers of artistic perfection who have long been irritated by the "missing elements" in much of today's recorded music. Then you will glory in all the Meissner advantages described at the right.

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FREQUENCY MODULATION—plus advanced electronic features for fidelity and tonal range greatly surpassing such qualities in home radio-phonographs now in use.

SUPER SHORTWAVE...DISTINGUISHED CABINETS...NEW IDEAS in a host of other advancements already being engineered into Meissner electronic equipment for our armed forces around the world.

*Her latest: Paramount's "Going My Way"
—in which she plays the feminine lead
opposite Bing Crosby.





BUY WAR BONDS AND STAMPS

"Home again, home again, jiggety-jig!"

"Marketing was certainly simpler in the car... oops, there goes a potato!... but it's a lot easier to park a bike—and cheaper, too ... hold on, Johnny, we're coming to a corner!"

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That story, told in that setting, brought a sudden inspiration to Wagner. Then and there he began to create his opera, *The Flying Dutchman*. For what mattered storm or personal danger when his mind was on music? In fact, what mattered anything throughout the life of this "little Vesuvius of a man"

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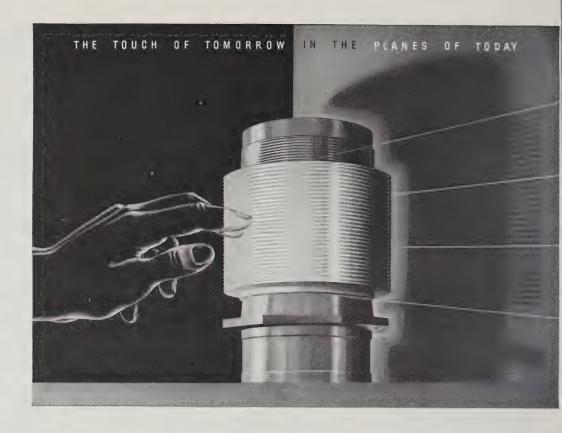
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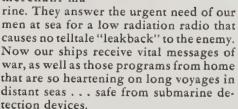
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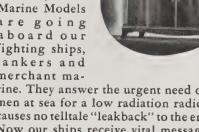
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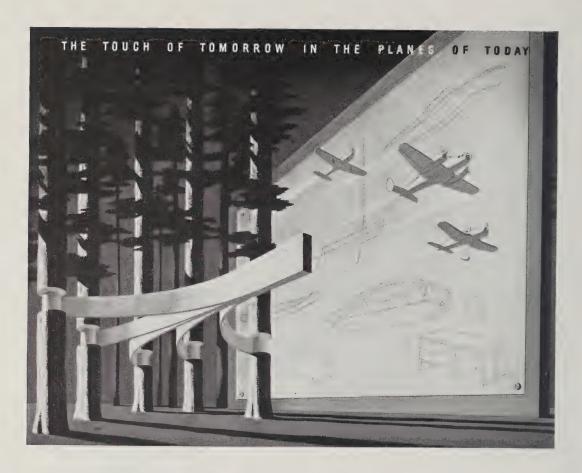
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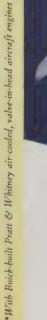
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Although no more perfect artistic partnership has ever existed, no love was lost between its two members. Gilbert, a bluff typical Englishman with a

sarcastic tongue and domineering personality, was a continual trial to the dark, Oriental-looking composer noted for his gentle charm and ingratiating manner.

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And so, we stood upon an island in a sea of mist and there were only stars and you—and no words to speak.

Out here, I see again our dream of home.

And I can see there can be just one future when war ends, just one meaning to the power of America at war. The power of men and women working together to build ten million guns... ten thousand ships and ten hundred thousand tons of bombs... must be the power after war to create and build a cleaner, finer, a greater America than we have ever known before...

Where you and I will once again be free to dream \dots be free again to grow \dots be free once more to live and love and laugh \dots

And roam again . . . the hills of home.

Here at Nash, when our war job is done, it will be our obligation to convert all the new strength, all the new power to produce, all the new ability and skill and knowledge that have come to us so quickly under the driving necessity of war, to production for peace.

That means Nash will build more automobiles than we have ever built before . . . automobiles even finer than the great Nash cars that are today proving their outstanding quality and economy. It means automobiles low in price . . . economical to own as well as drive. It means style and comfort and ease of handling. It means all those things that will make an automobile a more important, a more useful, a more intimate part of what you want to do—when beace comes.

This is our program. This will be our part in the building of a greater, a happier nation. For we believe all of us owe to those who have fought to preserve it a strong, a vital, a growing America where all men and women will have the freedom and the opportunity to make their dreams come true.







*One of a series of events in the lives of immortal composers, painted for the Magnavox collection by Walter Richards

How music entered George Gershwin's life

GEORGE GERSHWIN'S introduction to good music came when he was six years old. "I stood in a penny arcade listening to an automatic piano leaping through Rubinstein's Melody in F. The peculiar jumps in the music held me rooted. To this very day I can't hear the tune without picturing myself in the arcade, standing there barefoot and in overalls, drinking it all in avidly."

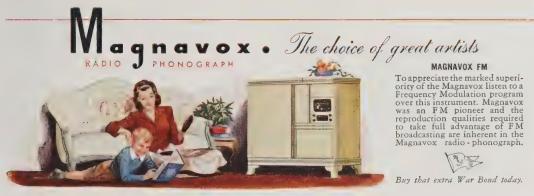
To hear George Gershwin's music is to know that he grew up on the sidewalks of New York. He did his composing atop Fifth Avenue buses—on trains—in rooms crowded with chattering friends. "I frequently hear music," he wrote, "in the very heart of noise."

Although George's formal training in music was slight, his first success, *La La Lucile*, opened on Broadway when he was only twenty-one years old. In 1924—in his twenty-sixth year—he graduated from Tin-Pan Alley

to Carnegie Hall by composing *Rhapsody in Blue*. It brought him a million dollars in royalties—and highest praise from serious critics the world over.

Whether you prefer the George Gershwin of Lady, Be Good and Of Thee I Sing or the George Gershwin of Rhapsody in Blue and Porgy and Bess, it will add to your enjoyment of his recorded music to hear it played by a Magnavox. Probably the best evidence of this instrument's notable superiority is this: The Magnavox is the radio-phonograph chosen above all others by such great contemporary artists as Kreisler, Heifetz, Ormandy, Beecham and Horowitz.

*Send for Reproductions of Paintings: Set of ten reproductions of paintings from the Magnavox collection—size 11½"x 9", suitable for framing—50¢ at your Magnavox dealer. Or send 50¢ in War Stamps to Magnavox Company, Department NLG10, Fort Wayne 4, Ind.





Without paint protection, the strongest exposed steel structures would eventually succumb to rust. Now modern flame-cleaning makes paint cling closer to steel, forming a better, longer-lasting shield against corrosion. It speeds repainting by rapidly cleaning and dehydrating the surface to receive the priming coat.

This process is one of many advanced metal-treating methods fostered by Air Reduction. Valuable in war, these methods promise even greater usefulness when peace returns.

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"YOUR COMING RADIO" AS FORECAST BY





There's an exciting new booklet that lifts the curtain of secrecy on postwar radio and television. It's yours for the asking.

Here are some of the most startling innovations you will find described and illustrated in full color:

Radio virtually free from static, FM (Frequency Modulation) an entirely new kind of radio that re-creates all the tones in their original "Natural Color" beauty!

Revolutionary radio-phonograph that reveals harmonies and melodies on your records you have never heard before!

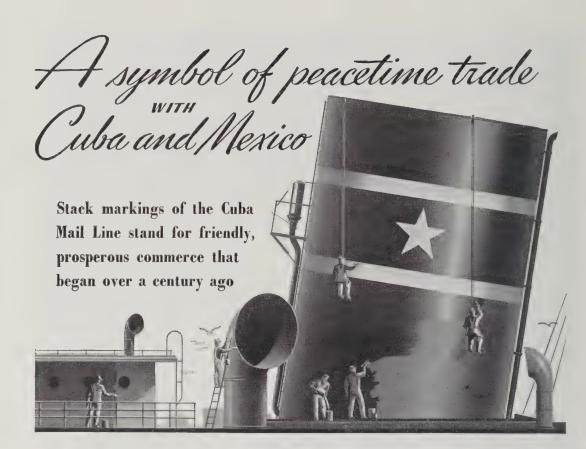
Self-charging portables that play 20 hours anywhere—and renew their own power just by plugging them into your house current!

Television in your home with large, clear images of surpassing quality!

For the fully illustrated story of these coming General Electric Radio and Television sets, just send a postcard to Electronics Department, General Electric, Schenectady, N. Y.



Tune in General Electric's "The World Today" News, every weekday 6:45 p. m. E. W. T. on CBS and the G-E "All-Girl Orchestra," Sunday, 10 p. m. E. W. T. on NBC



WITH the coming of peace, resumption of world trade as a whole involves many complications and delays.

Happily, however, our normal maritime export-import relations with our Good Neighbors of Cuba and Mexico can be re-opened quickly the moment conditions permit.

These countries have built up large credit balances in the United States through the sale of strategic materials. Their lands are untouched by war. They are hungry for goods bought from the United States in peacetime—farm machinery, electrical equipment, cars, trucks, and a host of other items.

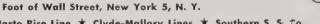
And they are eager to export to us quantities of tobacco, sugar, tropical fruits, copper, zinc, lead, wax, fibre, vegetables and other products for which sufficient shipping has not been available because of the mighty war effort.

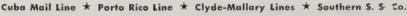
Cuba Mail has served our Cuban neighbors for more than 100 years; our Mexican friends, for over fifty. As soon as Cuba Mail ships return from war duty to their established routes, docks and warehouses will be ready with trained personnel to resume—by sea or by air—the expeditious handling of passengers and freight for which Cuba Mail has so long been famous.

CUBA MAIL LINE



ATLANTIC GULF and WEST INDIES STEAMSHIP LINES





Serving Cuba, Mexico, Puerto Rico, the Dominican Republic, Texas, Florida and the South
Buy MORE War Bonds



*Jascha Heifetz, painted for the Magnavox collection of great artists by Boris Chaliapin

Recipe for a great violinist

"You always hear of the 'delicate, sensitive violinist" says Heifetz. "Well, I assure you that it takes the nerves of a bullfighter, the digestion of a peasant, the vitality of a nightclub hostess and the tact of a diplomat to lead the strenuous life of a violinist."

And after all, who should know better than Jascha Heifetz? Born in Russia 43 years ago, he actually cannot remember a time when he did not know how to play the violin, for he learned at the age of three on a quarter-size instrument. At seven, he made his debut — and has been self-supporting ever since! His concert career has taken him four times around the world—and he estimates that he has played over 75,000 hours.

Today he keeps an extensive concert schedule—and also gives numerous performances to service men in camps and overseas. He believes that in wartime music is important. "In these days," he says, "I feel

that my audiences are really with me, that we are as one, enjoying a brief escape from realities."

When Jascha Heifetz plays, he uses his precious Guarnerius violin dated 1742—or his Stradivarius made in 1731. When Jascha Heifetz listens to recorded music, his instrument is the Magnavox.

To enjoy to the full one of Heifetz's masterly recordings hear it played by the radio-phonograph he prefers above all others. So beautifully does the Magnavox reproduce great music, that Kreisler, Horowitz, Beecham and Ormandy have joined Heifetz in choosing it for their own homes.

*Send for Reproductions of Paintings: Set of ten reproductions of paintings from the Magnavox collection—size 11¼" x 9", suitable for framing—50¢ at your Magnavox dealer. Or send 50¢ in War Stamps to Magnavox Company, Department NLG11, Fort Wayne 4, Ind.





IN the spectacular job America's railroads are doing there is a design for finer future transportation.

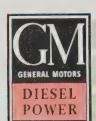
It centers upon the performance of the General Motors locomotive.

Part of this performance lies in this locomotive's work. It is quick to get awa—carries through its job with few or no stops for service—gets there on clippe schedules.

In run after run these locomotives are hauling heavy freight faster than pa sengers were carried a few years back.

These achievements are elements in railroad progress. They are forerunne of a great new era of transportation efficiency in the days which lie ahead.

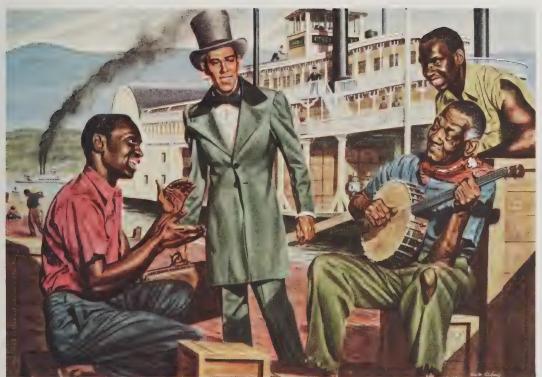
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One of a series of incidents in the lives of immortal composers, painted for the Magnavox collection by Walter Richards

How America's best loved folk-songs were inspired

H Is family frowned at his "devotion to musick." So, in 1846, young Stephen Foster was packed off to Cincinnati... to work in his elder brother's steamboat agency until he outgrew his "strange talent."

But there was melody in the air of that Cincinnati waterfront of a hundred years ago—music of the South on the lips of the Negro roustabouts who manned the gorgeous Mississippi River steamboats from Memphis and New Orleans.

Dutifully, the twenty-year-old boy kept the books of "Irwin & Foster, Agents." But in his spare time he would jot down verses in Negro dialect—and tunes to go with them inspired by the colorful new environment in which he found himself.

Soon, this young Northerner was composing folk-

songs that seem to have been born and bred in the old romantic South—Swanee River and Old Black Joe, Camptown Races and My Old Kentucky Home. In the words of Alexander Woollcott, they "are now, and for generations yet to come will be, an enduring part of American life."

Today, when wartime tension seems hard to bear, why not summon back the peaceful past by listening to one of the mellow songs of Stephen Foster as rendered by a Magnavox radio-phonograph? So faithfully, so beautifully does this instrument reproduce the world's great music that it has been chosen above all others by such famous masters as Kreisler and Rachmaninoff—by Ormandy, Beecham and Horowitz. The Magnavox Company, Fort Wayne 4, Indiana. Buy War Bonds For Fighting Power Today—Buying Power Tomorrow

Magnavox . The choice of great artists



To discover the marked superiority of the Magnavox listen to a Frequency Modulation program over this instrument. Magnavox was an FM pioneer and the reproduction qualities required to take full advantage of FM broadcasting are inherent in the Magnavox radio-phonograph.

13 Box

For outstanding service in war production



BUY WAR BONDS AND STAMPS

Sure cure for a fagged flier

Eddie doesn't wear his Purple Heart and his Air Medal on the beach. He's trying to forget them—trying to until the tangled, jangled nerves that come from many combat missions.

Eddie's at an Air Forces Redistribution Station—where sun, sleep, fun and food are the medicines that make worn men well again—fit to fly or fight or teach. And milk is an important part of the program.

Most such men are eager for milk—remembering how rare it was in England—recalling Pacific outposts "where fresh milk, if there had been any, would have been more precious than champagne." Many a flier's first act on reaching America is to order a jumbo chocolate milkshake!

Milk, of course, is fine for battle-weary men because it is nature's most nearly perfect food. It appears on regular Army menus for the very same reasons—with butter, cheese, ice cream and other milk products. While you share some of your milk supply with men like Eddie, we at National Dairy are working ceaselessly in our laboratories to improve the production and processing of milk—to develop nutritious new foods from milk—and so help the health of the nation.

Dedicated to the wider use and better understanding of dairy products as human food... as a base for the development of new products and materials... as a source of health and enduring progress on the farms and in the towns and cities of America.







NATIONAL DAIRY
PRODUCTS CORPORATION

AND AFFILIATED COMPANIES



One of a series of events in the lives of immortal composers, painted for the Magnavox collection by Walter Richards

He conquered the world-with waltzes

First his native Vienna, then all Europe, fell under the sway of the light-hearted, lilting waltzes of Johann Strauss the younger.

In 1872 he added America to his conquests. At the Boston music festival—with the aid of a hundred assistant conductors—he led a huge orchestra and a chorus of 20,000 through the flowing rhythms of *The Blue* Danube. Here, as abroad, his magnetic personality and striking appearance captivated the public.

Today, if you close your eyes as you listen to a Strauss recording on a Magnavox radio-phonograph, you will have the illusion that the irresistible "Waltz King" have the illusion that the irresistible "Waltz King" himself is playing for you. In clarity and naturalness, this superb instrument approaches perfection.

During the years in which the Magnavox was evolved, its makers had two ends in view. Their aim was that every Magnavox should be:-

1. A fine musical instrument. Whether you listen to radio programs or recorded music, the tonal qualities of this radio-phonograph add to your enjoyment.

2. A lovely piece of furniture. All Magnavox models are beautiful examples of the cabinet maker's art—authentic in furniture styling.

Perhaps the most convincing evidence of Magnavox superiority is the large number of world-famous musicians who have chosen this instrument for their own homes. The Magnavox is the personal radio-phonograph of Fritz Kreisler, Eugene Ormandy, Jascha Heifetz, and many other illustrious masters.

*Send for Reproductions of Paintings: Set of ten reproducsize 11½" x 9", suitable for framing—50¢ at your Magnavox dealer. Or send 50¢ in War Stamps to Magnavox Company, Department NLG1, Fort Wayne 4, Ind.

navox. The choice of great artists



MAGNAVOX FM

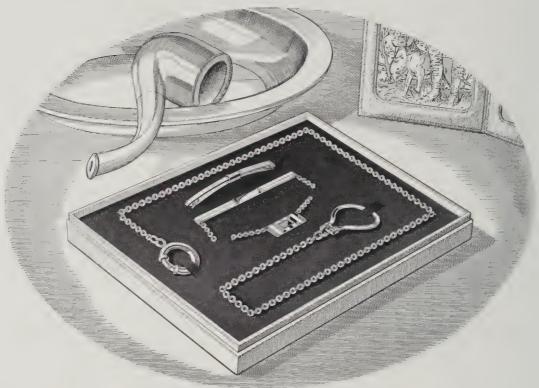
MAGNAVOX FM

To appreciate the marked superiority of the Magnavox, listen to a Frequency Modulation program over this instrument. Magnavox was an FM pioneer and the reproduction qualities required to take full advantage of FM broadcasting are inherent in the Magnavox radio-phonograph.



Buy that extra War Bond today.

Flift he can wear



Simmons Quality Gold Filled Key-chain with matching Tie Holder and Collar Holder

SIMMONS JEWELRY always makes a most acceptable gift. For it is Quality Gold Filled Jewelry that can be given and worn with pride. Brilliantly modern in style and design, it carries that character of excellent craftsmanship that has been a part of Simmons Jewelry since 1873.

Some shining examples of delight-

ful Simmons Gifts... both for men and women... can still be found in your local jeweler's store. Unfortunately, the supply is limited, due to our war work. But what you can find will be well worth getting and giving to those you want to thrill.

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Many of America's stars of stage, radio and screen enjoy the brilliant performance of Motorola Radio. These are experts who know good performance when they hear it.

On battle fronts throughout the world, Motorola Military Radio has performed brilliantly. The famous "Handie Talkie," an exclusive development of Motorola Radio Engineers, is affectionately called the "fightingest radio" in the army. These same engineers, pioneers in electronics before the war and through it, will have exciting new developments in F-M and A-M radio for your Home and Car.

You have a right to expect improved radio performance in your Post War set and you can depend on Motorola to deliver it soon after Victory in Europe!

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"HANDIE TALKIE" ANOTHER MOTOROLA FIRST!



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Mt. Rainier rises majestically 14,408 feet above the Puget Sound Country



Lake Chelan in the Eastern Cascades, a 55-mile expanse of freshwater beauty



Surf at Ruby Beach on Olympic Peninsula, near snow capped peaks and green carpeted forests



Soon you'll be saying "FILL'ER UP! we're headed for WASHINGTON STATE"

• When the last victorious gun is fired, you're going to want and need a vacation...and you'll deserve it. Until then, don't plan to travel, but it isn't a bit too soon to start thinking about it now, and Washington State really gives you a new delightful vacation to think, plan and dream about! Washington State -America's Evergreen Playground, offers every imaginable vacation thrill! Whatever you seek in relaxation and fun, you'll find it made to your order in Washington State.

Send for Free Booklet Now



FM radio alone brings you Jeanette MacDonald in natural color

Her glamorous roles are legion!... Her songs are shining jewels!... And tomorrow you'll hear her joyous voice with a true-to-life realism surpassing anything you've ever known in radio!

This will be lovely Jeanette MacDonald on General Electric FM... the radio with glorious "natural color" tone! FM (Frequency Modulation) will be far finer than today's conventional radio. For conventional radio is limited to less than half the complete range of musical tones...it is radio only in "black-and-white".

Listen to General Electric FM, however, and you hear *all* the beauty of music and voice. Because FM retains the delicate lacework of vital *overtones*

—virtually free from static or station interference.

This is General Electric FM... the most revolutionary radio development in years!

General Electric is the only manufacturer to build FM complete, from station equipment to the radio for your home. This unmatched experience in Frequency Modulation is your assurance that the coming General Electric FM will embody all that's best in radio.

FREE: A fascinating booklet, "YOUR COMING RADIO." 28 pages profusely illustrated in full color. Previews the revolutionary new General Electric Radio and Television sets. For your free copy, mail a postcard request to Electronics Department, General Electric, Schenectady, New York.

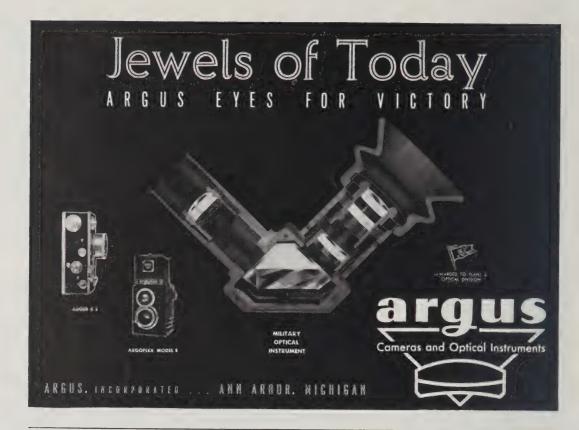




THE RADIO

A PRODUCT OF G-E ELECTRONIC RESEARCH

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ON THE "BANANA NET"

THERE is many an exciting story about how amateur radio operators now in the services have helped extend the lines of victory around the world. There's the one about the "Banana Net"—the name the boys gave to the radio network down in the Panama jungle. As the G. I's have it, "it rains continually during the rainy season but only once a day in the dry season". The "Banana Net" is just one link in the vast network set up by the AACS—Army Airways Communications System. The AACS safeguards tens of thousands of lives by relaying weather reports, coordinating information on enemy ship and plane movements and by bringing home or locating flying ships that are in trouble.

The ranks of the far flung AACS are filled with one-time amateur radio operators. Amateurs have always found in Hallicrafters equipment the perfection they themselves have been seeking continually. For these exacting technicians Hallicrafters made superior equipment long before the war. As a matter of fact thousands of pieces of privately owned Hallicrafters equipment were drafted into the services right along with the amateurs who once operated them. After the war Hallicrafters will have a new kind of radio ready. Discriminating listeners will want the radio man's radio-the radio that has an amazing range and performance on all bands, short wave and regular broadcast.



This is Hallicrafters new Model SX-28A, latest version of the famous Super Skyrider. It is a 15-tube communications receiver operating on a frequency range of 500 kc to 42 Mc, continuous in 6 bonds including the regular broadcast band.



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A photograph taken at a demonstration at Bell Telephone Laboratories, Murray Hill, New Jersey

U.S. invention helps shoot down Robot Bombs

For many long weeks, you read of the devastation of Hitler's buzz bombs in England. Well, it took another kind of robot—the Electrical Gun Director—to turn the tide against them.

The electrical gun director is one of Bell Telephone Laboratories' many wartime developments. It is made by the Western Electric Company. It practically takes the guesswork out of aiming and shooting anti-aircraft guns.

When artillery equipped with electrical gun directors moved up to the buzz-

bomb front, the picture changed for the better. Here's a typical day's record: One hundred forty-three bombs reached the coast-line. The R. A. F. accounted for thirty-five, seventeen were downed by barrage balloons, and the artillery using electrical gun directors bagged sixty-five. Only twenty-six got through.

Bell Laboratories goes right ahead with war work until our infantry takes Tokyo. Then it goes back to its regular job—keeping American telephone service the best in the world.



Your Coming New Zenith will be the World's Finest Radio because

All Zenith's Engineering Power is Concentrated on

"RADIONICS EXCLUSIVELY"

THE vast new science of RADIONICS is a jealous wife. She demands undivided devotion from him who would share her secrets and master their application. Many of these secrets are still so sensational that they cannot even be made public!

It is only natural that you can expect the world's foremost radio values in the coming new Zenith Radionic models. For Zenith does not divide its engineering and manufacturing power among unrelated fields like refrigerators, washing machines, electric irons, cooking ranges and vacuum cleaners. Zenith has no intention of competing with lifelong specialists in those fields.

RADIONICS demands a degree of imagination in engineering and precision manufacture unknown in other mass production fields. That's why every Zenith worker has always been, always will be, a highly trained specialist in "RADIONICS EXCLUSIVELY."

Before the war, this policy made Zenith one of the largest radio manufacturers in the world ... with an unrivaled record of top performance in millions of sets, at lower service expense to owners than any other make!

In the war, "RADIONICS EXCLUSIVELY" has made Zenith Radionic military equipment famous in every branch of our armed forces! This has meant a wider, more intensive development by Zenith in High Frequency, the basis for all FM, Television and Short Wave advancements.

No wonder Zenith—and only Zenith—is able to launch a RADIONIC REVOLUTION!

YES, your coming new Zenith Radionic Radios, Global Portables and Radio-Phonographs will bring miraculous tone of such clarity, brilliance and beauty as you've never heard before! They will combine advanced engineering, precision quality and low cost as never combined before!

The ZENITH RADIONIC REVOLUTION is on the way! Watch for it! Don't risk your radio dollars—put them on a name you know will be a proven winner. Keep your eye on Zenith for the best in radio, and see Zenith first!

ZENITH RADIO CORPORATION, Chicago 39, Ill.

All Production Now for War or Rehabilitation

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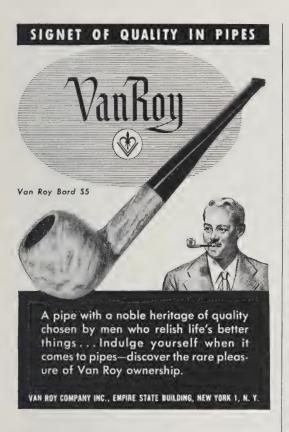




The communication system which carries your voice across a continent and beyond, works because its millions of interlocking parts are engineered to fit. There are thousands of switchboards, twenty-six million telephone instruments and more than sixty-five million miles of circuits.

Each individual part, no matter how ingenious, is merely a unit in the whole system and the final test is always — does the system work? This is the engineering ideal of Bell Telephone Laboratories. It has helped to create, for this country, the greatest telephone system in the world.







How to take a beachhead and hold it!



There are still beachheads to be won before final Victory is ours... and when our boys swarm ashore, chances are their first communications network is made up of those mighty little Motorola "Handie Talkies." Imagine it! Complete two-way radiotelephone service in a package that weighs less than 6 pounds.

After the war there will be quieter and lovelier beachheads to take and hold ... on the shores of a tree-lined lake in Wisconsin or Missouri ... on the friendly sands of California or Long Island. In this "operation" there will be GI's returned to their wives or sweethearts ... with entertainment furnished by the battery-operated, AC-DC Playmate, a radio as famous as the "Handie Talkie," another exclusive Motorola FIRST!



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Timely Ten-color War Maps

To follow your soldier boy's movements and to keep up with critical world-wide developments use the National Geographic Society's accurate wall maps. Particularly timely today are the maps of "Germany and Approaches," "Europe and Near East," "The Philippines," "Asia and Adjacent Areas," "Southeast Asia," and "Japan"... Map Indexes, available for all maps marked with an asterisk * in the adjoining order blank, describe the area covered and make easy the location of every name on the corresponding map.

Map File: This handy 7¾ x 10¾-inch file, bound like a book, preserves maps for instant use. Ten pockets can hold 20 folded paper maps of standard sizes or 10 folded paper maps with Indexes.

Enlarged World Map: A 67 x 43½-inch enlargement of our standard World Map (41 x 26½ inches). Printed in ten colors on heavy paper, it is incomparable for large wall display. The standard World Map Index may be used with this enlargement.

Enlarged Map of Northern and Southern Hemispheres: This 67 x 35½-inch map is enlarged from the standard 41 x 22-inch edition and the same Index applies to it. Printed in ten colors, and showing 4,262 place names, this big map is highly legible.

Superb Nature Books

The Book of Fishes: Every outdoor enthusiast will enjoy the thrilling experiences provided by this comprehensive full-color presentation of the important food and game fishes of North American inland and coastal waters. This magnificent book, edited by John Oliver La Gorce, contains 443 color portraits, 162 action photographs, 102 biographies, and 11 stimulating chapters. 372 pages. Light-blue cloth covers, 7 x 10½ inches. \$3 in U. S. and Poss.

Cattle of the World: Story of the origin, history, and economic place of cattle, with descriptions of the domesticated and wild varieties in many lands. 45 subjects shown in *full-color* paintings; 94 monochrome engravings. 142 pages. Mulberry cloth covers, 7 x 10 inches. \$1.50 in U. S. and Poss.

Wild Animals of North America: 127 full-color portraits; fascinating text; many monochrome photographs and track sketches. 254 pages. Mulberry cloth covers, 7 x 10 inches. \$2 in U. S. and Poss.

PRICES: Please refer to coupon for separate prices in "U. S. & Poss." and "Elsewhere." Remittances should be payable in U. S. Funds. All items sent postage prepaid.



... and the hours shall become minutes

-As Guy Lombardo Found!

"Can we make it short?" asked Guy Lombardo.
"I've wanted so much to hear the Meissner . . . but I must leave for rehearsal in five minutes . . ."

Guy, himself, touched the button starting the automatic record changer and watched the metallic arm as it quickly, silently selected a record and gently placed it on the turntable. He saw how the Meissner could play both sides of a record in sequence or repeat any record. "It's amazing," Guy said, "but now let me hear this Meissner play..."

All else was forgotten, now, as the music took command... with each note as clear as if the musicians had been in that very room. There were no "missing elements" here to annoy the experienced listener—nothing blurred or adulterated.

"You know," said Guy, "it's hard to believe that good reproduction alone could make such a difference. I've heard those records before—but never have they sounded like this..."

Later, much later, Guy Lombardo looked at his watch, "Well, I guess the band got along without me,"

he grinned. "But they'll forgive me when I tell them about the Meissner. What a set it is!"

₹ ₹ ₹

Guy Lombardo had been listening to the only Meissner radio-phonograph in existence—perfected just before the war—now on loan "for the duration" to the high school in Meissner's home community.

Your postwar Meissner, in a distinguished cabinet, will combine unexcelled reproduction and completely automatic operation with Frequency Modulation, Super Shortwave, and other advancements.





BUY WAR BONDS AND STAMPS

New milk factory being built

The other fellow's job often looks easier than your own. Like the city man who said to the dairy farmer, "All you do is put fodder in one end of the cow and take milk out of the other!"

Actually, of course, dairying is a complex business. It takes careful breeding, feeding and about two years' time before a four-legged milk factory even begins to produce. It takes hard work and every scientific safeguard to keep cows healthy and productive.

Getting the milk to you is equally exacting. It calls for skilful handling, speed and refrigeration. It calls for endless tests and clean, sterile equipment. Even bottles go through a twenty to thirty minute soaking, rinsing and sterilizing process. It calls for dependable delivery in any weather.

Because the dairy industry does its difficult job so well, the production of milk — nature's most nearly perfect food — has reached all-time highs and America, even in war, is the best-fed nation in the world.

Much of this progress has been made possible

by National Dairy research. Our laboratories have improved the processing of milk, cheese, butter, ice cream . . . developed new dairy products . . . guarded quality and purity . . . and so helped the health of your family.

Dedicated to the wider use and better understanding of dairy products as human food
... as a base for the development of new
products and materials... as a source of
health and enduring progress on the farms
and in the towns and cities of America.







NATIONAL DAIRY
PRODUCTS CORPORATION

AND AFFILIATED COMPANIES



The true charm of Oklahoma! lives again through Magnavox

TO LIVE again in the gay melodies of the all-time musical hit Oklahomal, play the records on a Magnavox. Close your eyes and enjoy the illusion that singers and orchestra are in the very room with you. For natural beauty of tone is one feature that distinguishes Magnavox from all other radio-phonographs.

When you hear the melodies—The Surrey with the Fringe on Top and Oh, What a Beautiful Mornin' you'll understand why critics agree that composer Richard Rodgers and librettist Oscar Hammerstein II have made an important contribution to the musical heritage of America.

An investment in good living

Magnavox puts the breath of life into your favorite music. Whether you are listening to radio or recorded music the magnificent tonal qualities of this radiophonograph will bring you new thrills.

Magnavox is both a superb musical instrument and

truly fine furniture. Magnavox offers you a choice in styling from authentically reproduced traditional models to smart contemporary designs—each a beautiful example of the cabinet maker's art.

To hear the true-to-life tone of Magnavox is to appreciate why Magnavox instruments have been chosen by such great artists as Kreisler, Beecham, Heifetz and Ormandy for their own homes. Compare a Magnavox with any other instrument—you will never be satisfied until you own one.

Send for Reproductions of Paintings: Set of ten beautiful paintings of master artists and composers from the Magnavox collection. Here are dramatized events in the lives of Tchaikovsky, Wagner, Stephen Foster and others-portraits of Kreisler, Toscanini, Rachmaninoff, etc., painted by famous artists, reproduced in size 11¼" x 9", suitable for framing –50¢ at your Magnavox dealer. Or send 50¢ in War Stamps to Magnavox Company, Department NLG3, Fort Wayne 4, Indiana.

navox . The choice of great artists PHONOGRAPH



MAGNAVOX FM

To appreciate the marked superiority of the Magnavox, listen to a Frequency Modulation program over this instrument. Magnavox was an FM pioneer and the reproduction qualities required to take full advantage of FM broadcasting are inherent in the Magnavox radio-phonograph.

Buy that extra War Bond today.



Jewels of Today for the

Cameras of Tomorrow

Precision optics and optical instruments as used by the armed forces are truly "Jewels of Today" in terms of the needs of our fighting men who are rendered more efficient through these jewels—to say nothing of the lives that are saved by them. Your Argus of tomorrow will be a better camera through the added experience and knowledge gained during the war.







FM radio brings a greater Phil Baker—in vibrant natural color

A BRILLIANT new Phil Baker... performance so real and living you almost see him swaying there before you, fingers racing over the keys!

This is General Electric's miraculous new FM "natural color" radio! Amazing realism impossible up to now! Even the best conventional sets miss more than half the true tonal range of the music. Up to now you have been hearing radio in "black-and-white" only.

But with the new General Electric FM radio you will hear the fragile and beautiful *overtones* which give to each voice and instrument its own rich, "natural color."

All the annoyance of static, fading and station

interference is reduced to the vanishing point.

Entirely different, magnificently finer . . . this is the coming General Electric FM—the new "natural color" radio.

FREE: A fascinating booklet, "YOUR COMING RADIO." 28 pages profusely illustrated in full color. Previews the revolutionary, new General Electric Radio and Television sets. For your free copy mail a postcard request to Electronics Department, General Electric, Schenectady, New York.

Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.





FIRST LN RADIO, TELEVISION AND ELECTRONICS





Hold him-

You'll get greater joy from every beloved baby expression, from every endearing little way, if you take movies. For you'll know that although babyhood is brief and childhood is fleeting, your films will preserve every priceless memory—forever.

The better your camera, the better your movies will be, right from your first reel. So get a Filmo, precision-built by the makers of Hollywood's preferred studio equipment. Drop-in loading and other ingenious features make Filmos easy to use. Just sight, press a button, and what you see, you get—in beautiful full color or in sparkling black-and-white.

Bell & Howell Company, Chicago; New York; Hollywood; Washington, D. C.; London.

Let your B&H dealer know now what you'll need in Filmo equipment, so you'll be on his preferred list when improved Filmo Cameras and Filmosound and silent Projectors are available.

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	BELL & HOWELL COMPANY 7104 McCormick Road, Chicago 45 Please send me information about the improved Filmo Motion Picture Cameras and Projectors.
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—the improved Filmo "Companion," an 8mm. all-purpose camera. Other	Address
models, 8mm. and 16mm., for every need.	CityStateNGM 3-46
PRECISION MADE BY	

Bell & Howell



Listen—it's Dorothy Lamour herself in natural color on FM radio

DOROTHY LAMOUR! ::: A beloved voice floating on velvety silence . . . so breathlessly *real* that suddenly you realize something truly revolutionary has taken place.

This is Lamour on General Electric FM—the radio with "natural color" tone...brilliantly new, and entirely different from conventional radio which misses more than half the range of tones you ought to hear.

FM (Frequency Modulation) brings you all the gorgeous, resonant beauty of the voice—because you hear those thrilling and delicate *overtones* that give to each voice its own inimitable richness and glowing charm.

This is General Electric FM "natural color"

radio. It is radio that reaches new heights of tonal fidelity, with static, fading and station interference reduced to the vanishing point. It is the kind of radio you will want to own after Victory.

FREE: A fascinating booklet, "YOUR COMING RADIO." 28 pages profusely illustrated in full color. Previews the revolutionary, new General Electric Radio and Television sets. For your free copy mail a postcard to Electronics Department, General Electric, Schenectady, N. Y.

Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.



GENERAL ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS



Mineral-rich Mexico



THE Spaniards of old were dazzled by the galleon-loads of silver and gold they carried away from Mexico. A treasure far richer in modern eyes is the wealth of metals in Mexican mines that are essential to American industry—lead, copper, zinc, antimony, and many others.

Manufacturers here, for instance, use millions of pounds of lead from Mexico in articles of daily use. When you see telephone men installing a new cable-when you buy paint or water pipe for your house, a battery or brake lining for your car-the chances are that Mexican lead went into the product.

Transporting metals from Mexico was one of the important functions of the Cuba Mail Line before the war. On return trips

the ships carried manufactured goods from U. S. factories . . . mining and construction machinery, trucks, tractors, and electrical apparatus loomed large on the invoices.

Today Cuba Mail steamers, under the guidance of the Maritime Commission and the War Shipping Administration, are helping to bring Victory nearer. But when their war duty is done, they will resume their 50-year-old service to Mexico.

The Line's docks and warehouses will also be ready, and trained personnel will bend every effort to expedite—whether by sea or by air-the movement of both passengers and freight between Mexico and the United States.

CUBA MAIL LINE

ATLANTIC GULF and WEST INDIES STEAMSHIP LINES

Foot of Wall Street, New York 5, N. Y.

Cuba Mail Line ★ Porto Rico Line ★ Clyde-Mallory Lines ★ Southern S. S. Co.

URGENT! Experienced seamen needed to man merchant ships! See your Maritime Union or any U.S.E.S. office.





How love of music can grow with the years

HAPPY play is a natural part of children's lives. So, too, is good music when it becomes a regular part of their recreation. It's a simple step from Farmer in the Dell to Beethoven . . . for the child's taste in music grows steadily with the years.

« « Wise parents can stimulate this artistic development by careful selection of a radio-phonograph. With Magnavox, for example, every home can know the living beauty of good music. Its life-like tone sets this fine instrument apart from all others in reproducing either broadcast or recorded music.

"That's why Magnavox can help so much in furthering your child's musical education. Ears of children are extremely sensitive, as you know, and care must be taken to see that the child becomes accustomed to good music, rather than to poor or distorted reproduction. Your Magnavox is by far

the best way to assure this great basic advantage.

« Magnavox makes music more fun for *all* of the family. For, next to your own presence at great musical events, the Magnavox is the nearest approach to complete musical enjoyment. No wonder it is the chosen instrument of such artists as Kreisler, Ormandy, Beecham, Horowitz and many others!

« Magnavox is ever an investment in good living, for it combines a superb musical instrument with truly fine furniture. You have a choice in styling, too, from authentic traditional to the smart contemporary designs . . . each a beautiful example of the cabinetmaker's art.

Send for Booklet—Every parent, every youngster, will want to read Dr. Spaeth's "Music . . . A Priceless Heritage." Ask for free copy at your Magnavox dealer, or send coupon below with 10¢ War Stamp to cover mailing cost.

Magnavox
RADIO PHONOGRAPH

The choice of great artists

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cover	handl	ing an	d maili	ng of	Dr. Si	gm

cover handling and mailing of Dr. Sigmund Spaeth's booklet, Music... A Priceless Heritage.

Name_

Address.

City and State _



Loads for a Landing on Nippon

Into the spacious hold of the Packet will go lethal cargoes—destination Japan.

Guns, light tanks, shells, trucks or paratroopers; material and men for victory in the Pacific will be air-borne in the Army's "flying boxcar," the new cargo carrier designed by Fairchild and built by Fairchild and North American Aviation.

The Packet, first airplane produced specifically for cargo transport, can carry up to nine tons. Its range, with lighter loads, is more than 3,500 miles.

Forty-two paratroopers with full equipment can be "delivered" through two jump doors in the stern, clear of any obstruction. An ingenious device sends equipment parachuting through special doors in the belly, simultaneously with each paratrooper's jump.

The Packet is loaded with extreme ease. Its fuselage floor is level and at standard truckfloor height. Cargo capacity is 2,312 cubic feet—about 88 per cent of the capacity of a standard railroad boxcar.

This all-metal, twin engine, flying boxcar possesses characteristics inherent in all Fairchild products, "the touch of tomorrow in the planes of today." With but minor modifications it will become an efficient and profitable carrier of cargo in peacetime commerce, the flying boxcar of the new air age.

BUY U. S. WAR BONDS AND STAMPS

TAIRCHILD ENGINE AND AIRPLANE CORPORATION

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Ranger Aircraft Engines Division, Farmingdale, L. I.

Subsidiary: Al-Fin Corporation, New York, N. Y.

Fairchild Aircraft Division, Hagerstown, Md.

Affiliate: Stratos Corporation, New York, N. Y.

Affiliate: Stratos Corporation, New York, N. Y.



One of a series of events in the lives of American composers, painted for Magnavox by Saul Tepper

Illustrated at right is the Magnavox Regency Symphony, a reproduction of late 18th century furniture art combined with all the wonders of radio science. The Magnavox Co., Fort Wayne 4, Indiana.

And now

floats over a thousand campuses

WITH A SINGLE SONG ...

"Stardust"...a college prom favorite that floats over a thousand campuses today, Hoagy Carmichael captured America's heart. The young composer went on to write such famous melodies as "Rockin' Chair." "Lazy Bones." "Little Old Lady" and scores of others... to be ranked by critics with Gershwin and Berlin.

Hoagy Carmichael's own choice of a Magnavox matches the selection of such great artists as Kreisler, Heifetz, Beecham and others. The Magnavox is so carefully built, so thoughtfully styled, it will bring your family years of pleasure and inspiration. You won't find Magnavox on every corner (naturally it's sold only through the finest stores) but when you do find one, you'll never be content until you own it!



Nagnavox - The choice of great artists



BALANCE SHEET

In the other World War

The railroads, in 1918, performed 405 billion ton-miles of freight service.

Railroads performed 42 billion miles of passenger service in 1918.

Freight rates were raised about 25%.

The government took over the operation of the railroads.

Deficits resulting from Federal operation cost the taxpayers 2 million dollars a day.

In this World War

The railroads, in 1943, performed 727 billion ton-miles of freight service, 737 billion in 1944.

Railroads performed 87 billion miles of passenger service in 1943 and 95 billion in 1944.

Freight rates remain substantially the same as they were prior to the war.

The railroads have remained under their own management.

The railroads are paying Federal taxes at the rate of more than 4 million dollars a day—to say nothing of their state and local taxes.



HE DREAMED OF A HOLIDAY IN A WORLD AT PEACE...





SHE PLANNED A HOMECOMING... FOR THEIR SON

OF ALL the influences upon thought and feeling, there is none more compelling than music...melodies familiar and heartwarming, opening new vistas of memory ... experiences yet to be lived ...

No matter what kind of music touches your inner self and brings you the deepest personal satisfaction, you will enjoy it most on a Stromberg-Carlson.

In FM, Standard Broadcast, or record reproduction, Stromberg-Carlson makes it possible for you to hear all music as it was meant to be heard—with utmost clarity, with utmost realism in every gradation of tone. And once you have known the fuller, richer quality of a Stromberg-Carlson, you will never be content with a lesser instrument.

For the main radio in your home . . . there is nothing finer than a

STROMBERG-CARLSON

3 1945, STROMBERG-CARLSON COMPANY, ROCHESTER, N.



IF YOU ARE among those who have promised themselves a Stromberg-Carlson after the war, this is our promise to you: We are now planning the finest FM and Standard Broadcast instruments we have ever made—finest in every detail of radio reception and record reproduction—in cabinetry. You will be able to choose your Stromberg-Carlson from a superb variety in a wide price range.



Main Cabin - Boeing Stratocruiser

Finish the Fight — with War Bonds

Chasing the sun

You left the East Coast at one o'clock after an excellent lunch. Now, stretched out in a big, cushioned easy chair, you watch cloud patterns shift on the green and gold checkerboard of Ohio farmland below.

You're flying high, where the air is smooth, yet the atmosphere in the big Boeing Stratocruiser is held at the same comfortable pressure you'd find at low levels.

You and some seventy other passengers are traveling at 340 miles an hour—yet the sound of four 3500-horsepower engines is only a subdued hum in the insulated cabin.

The twisting ribbon of the Mississippi is beneath you, then the wide prairie. Soon you're looking down on snow-capped mountains. "How about a rubber of bridge, down in the lounge?" your neighbor suggests.

At the foot of a spiral stairway you enter a roomy, comfortably furnished salon, where a congenial group has gathered. When the West Coast comes into view it's still afternoon. You've gained three hours on the sun that hangs high above the Pacific as the great plane lowers smoothly to a landing!

This is no Jules Verne fantasy. It may very well be your own actual experience after the war is over — and at a fare even lower than present rates.

The aerodynamic advancements built into the Stratocruiser have been thoroughly war-tested in the B-29 Superfortress and are the result of Boeing's long experience in the design and development of other four-engine aircraft.

When victory is won, the same skill in design, engineering and manufacture which have established Boeing leadership in the big bomber field will bring you the Stratocruiser and other advances in air transport. You can be sure . . . if it's "Built by Boeing" it's out in front.

esigned for better living and listening

This is it! The automatic phonograph is a musical instrument that brings the concert hall and the theatre right into your living room. A featherlight touch and out comes Motorola's exclusive ROLL-O-MATIC* record changer. Over half an hour of musical entertainment without annoying interruption for record changing.

The radio is an electronic marvel by the Motorola engineers who originated and developed the battle-famous "Handie Talkie" and "Walkie Talkie." The radio and phonograph control panel is uniquely designed for comfortable TOP-VUE† tuning. For better living and listening there'll be none finer than the new Motorola Radios.

GALVIN MFG. CORPORATION • CHICAGO 51, ILL.

*†Two more exclusive Motorola Radio Firsts!



Motorola AM Radio

F.M. & A.M. HOME RADIO • AUTO RADIO • AUTOMATIC PHONOGRAPHS • RADAR • TELEVISION • AIRCRAFT RADIO • F.M. POLICE RADIO • MILITARY RADIO



Low-cost meals in a separate dining car... like the present Pacemaker diner... won against other plans for eating en route.

"NEWS & VIEWS"...
70% favored a Public
Address System to announce stations and
points of interest.

BUY MORE WAR BONDS



NEW YORK CENTRAL

THE WATER LEVEL ROUTE

Here's the *Inside Story* on Coming New

Radio-Phonographs



Goodbye scratch and rattle. A revolutionary Zenith Radionic development will bring out hidden beauty never heard in records before—miraculously free from surface noise and scratch. It will give records 10 times their former playing life, too! And only Zenith will have it!



No painful pauses between records, so disturbing to listeners. New Zenith record-changers will be lightning fast, amazingly simple, utterly safe for records. Quiet, too—no annoying mechanical noises and clicks. You'll say there's a touch of genius in Zenith engineering.



No more groping around in a dark well to load record-changers. Zenith will have no trays or drawers to slide out, yet Zenith player units will glide silently into full view, completely accessible—then glide back into the cabinet out of sight! It's another Zenith exclusive!



Be your own music master with Zenith's new, improved Radiorgan. Over 64 tonal combinations at your fingertips. Like a master-musician you'll blend radio or record or F-M music to your own taste...bring out gorgeous passages and shadings the way you want them.



Plenty of storage space for records in coming new Zeniths. No more stacking favorite records and albums in dust-catching piles. They'll be safe, easy to reach in beautiful cabinets, with flat tops you never need to lift. Zenith designers have worked wonders.

Naturally Zenith Will Be a Step Ahead Because Zenith Concentrates on

RADIONICS EXCLUSIVELY

For 30 years. Zenith has been a world leader in radio "know-how" by concentrating on Radionics—the science of radio waves. This has made Zenith radios outstands—so dependable that their owners have enjoyed unparalleled freedom from service expense. It has also made Zenith one of the "big 3" in radio sales.

Today, Zenith is still concentrating on Radionic marcels for war. Soon, you may enjoy many of them in the coming Zeniths — the finest radios we've ever built and the top values in the field. When you see and hear them, you'll know for sure that there's a touch of genius in everything Zenith does!

BUY WAR BONDS— BETTER THAN CASH!

For the Best in Radio Keep Your Eye on Zenith



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RADIO . FM . RADAR . TELEVISION . RADIO - PHONOGRAPHS . HEARING AIDS



SHE CAN NOW TELL YOU ...

"We have turned the corner"

The is a telephone service representative and from now on her story is more cheerful.

In August the Bell System had about 2,100,000 held orders for telephones. That was the peak. More orders come in every day but since then we have been getting more telephones than orders.

Western Electric, our manufacturing company, is setting up every machine it has that will make telephone equipment.

We will receive 645,000 telephones in the last six months of 1945 and 700,000 in the first three months of 1946, and quantities of cables and switchboards.

She cannot promise just when all orders will be filled. There are places where we have complicated switchboards to install, even places where we must build new buildings for the new switchboards.

But she can say that the Bell System is now free to tackle civilian needs. It is turning to home service as fast as it turned to the instant needs of war.

BELL TELEPHONE SYSTEM





Exciting new beauty - Dinah Shore singing in natural color on a great new radio

ONE great day an entirely new kind of radio will bring Dinah's voice in all its original glowing beauty—every thrilling note crystal clear and richly rounded.

Never such glorious tone before

This is "natural color" music as you'll hear it on the great new General Electric FM radio—unbelievably free from static, fading and station interference. It's entirely new and infinitely finer than any radio you have ever heard before!

Everything in radio and television

This newest kind of radio is only one of the amazing models General Electric will offer at popular prices after the war. There also will be standard radios, radio-phonographs with a

startling new system of tone reproduction, and the new revolutionary self-charging portable.

General Electric television receivers, too, with their large clear pictures, will set an entirely new standard in home entertainment.

FREE: A fascinating booklet, "YOUR COMING RADIO," 28 pages profusely illustrated in full color. Previews the revolutionary, new General Electric Radio and Television sets. For your free copy mail a postcard request to Electronics Department, General Electric, Schenectady, N. Y.

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GENERAL ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS

RADIOS

For long life and better reception ask for electronic radio tubes by General Electric.

Shall We Educate Our Children

As Well As We Do Our Servicemen?

A timely message from J. H. McNabb, President, Bell & Howell Company



THE speed and thoroughness with which our armed forces have trained millions of young men for war are amazing.

How was it done? With intensive application of methods previously used and proved in this nation's schools, including far greater use of sound motion pictures than had ever before been made in education.

Why haven't our schools made as widespread use of this proved, superior method of instruction as have our armed forces? Most educators lacked neither appreciation nor readiness. But they did lack, and *still* lack, the necessary funds.

A relatively modest appropriation per school per year can provide for an excellent audio-visual program. Shall we make the necessary funds available...educate our children as well as we do our servicemen? The answer is up to you parents, and to you tax-payers who appreciate that the prime

requisite of a successful democracy is a well-educated citizenry,





Pupils learn 40% more in less time via motion pictures, research and experiment prove. And students gain maximum advantage from the perfect reproduction of sound and picture offered by the war-proved, trouble-free performance of Bell & Howell's Filmosound 16mm. sound-film projector.

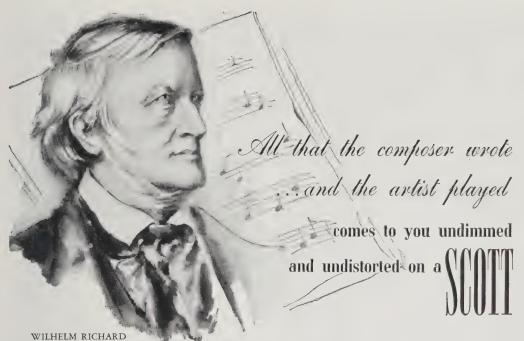
Take This First Step Now! A new booklet, "Learning Unlimited," tells how to establish and conduct an audio-visual education program. Send the coupon for your free copy.

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Chicago • New York • Hollywood • Washington, D.C. London

Since 1907 the largest manufacturer of precision motion picture equipment for professional, personal, industrial, and educational use.

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Please send: () booklet "Learning Un- limited"; () booklet "Movies Go to Work"—how sound movies serve in- dustry and commerce; information on () 8mm. () 16mm. cameras and pro- jectors for home use.
Name
Address
CityState



WAGNER, 1813-1883

The Opera, as we know and love it today, first found its full expression under the guidance of this noted composer, for it was he who revolu-tionized long-accepted operation theories and insisted that music interpret the drama it accompanied.

Golden note upon golden note, the great composerslike triumphant architects-built their towering symphonies of sound. And they expected that you, rapt and listening, would hear each note and each instrument in its own voice ... as indeed you will upon a Scott.

For the miracle of the Scott is that it interposes no barrier and no space between you and the artist. By record or radio, as a symphony soars into reality in your home, you hear a "living performance," unmarred by reproduction.

During more than twenty years, Scott technicians have devised uncanny ways for recreating music so that no single golden note is dimmed. Their success has sent Scotts into more than 154 countries, the honored companion in

a multitude of homes. Happily for you, a leading music or department store near you will be ready, when war restrictions are ended, to let you HEAR the Scott's own testimony of its amazing performance. Then you will know, if music has a place in your life, that there is only one instrument for your listening pleasure.

THE WORLD'S FINEST RADIO



E. H. Scott Radio Laboratories, Inc. 4448 RAVENSWOOD AVENUE, CHICAGO 40, ILLINOIS

E. H. SCOTT RADIO LABORATORIES, INC., Dept. 1M5, 4448 Ravenswood Ave., Chicago 40, Ill.

Please send me your new book! Through the Years." Please put my name on your anno		chievement
Name		
Address		
City	Zone	State





For the first lime

Erno Rapee Forgets an Exacting Schedule ... When He Hears the Meissner

"In just a few minutes the maestro will be here," said one of the men about the luxurious cabinet.

"He can stay less than an hour," said another, "but remember how Guy Lombardo missed a rehearsal when he first heard the Meissner ..."

As they spoke, Erno Rapee, director of music, Radio City Music Hall, entered the room ... prompt to the minute. But before they could greet him, the Meissner took command, filling the room with the first notes of a great overture. Rapee moved to its side. Could this be recorded music? With such fidelity of tone?

"Listen," he exclaimed. "The range of the flute... perfect! And the soft, golden tones of the French horn...so alive!"

As the record ended, Rapee was about to speak, but the movement of the Automatic Record Changer caught his eye. He watched it gently lift the record, reverse it, then deftly place the *opposite* side in playing position. "Is there no end to the miracles this instrument performs?" he asked incredulously.

Finally the supply of records was exhausted, and

Rapee turned from the Meissner. "I must go," he said. "I am already late for one other appointment, but I have been privileged to hear a miracle... and miracles observe no schedule."

☆ ☆ ☆

Like Rapee, you, too, will be able to enjoy more than two hours of continuous recorded music . . . without touching a record . . . when your postwar Meissner is available. You will have the thrills of AM, FM and Super Shortwave Radio reception . . . all in addition to the Meissner's fidelity of tone that has astounded the world's greatest musicians.





BUY WAR BONDS AND STAMPS

Only 180 days to Christmas dinner

The turkey you'll carve next Christmas day is a scraggly, awkward 4-ounce poult about now. In the next 180 days he'll grow to a plump 18-pound beauty—if all goes well.

It's partly our business to see that all does go well. There are plenty of risks in turkey raising. Many a young turk doesn't live to reach market. And turkey troubles are often nutritional.

So National Dairy research developed a special protective feed for turkeys. It's a scientifically blended emulsion of buttermilk, cheese whey, and vitamins—which helps end most nutritional worries on turkey farms.

This highly nutritious feed grew out of constant effort to make milk by-products more useful. It was perfected in National Dairy Laboratories and proved on a National Dairy experimental farm. Many million pounds are fed on turkey farms today. Similar feeds for hogs, calves and chickens employ other milk by-products, once wasted, but now contributing tons of food to America's supplies.

National Dairy research is broad. It touches every field of dairy products—and discovers new ones—working always to win from milk, nature's most nearly perfect food, the greatest possible benefit for you and your family.

Dedicated to the wider use and better understanding of dairy products as human food ... as a base for the development of new products and materials ... as a source of health and enduring progress on the farms and in the towns and cities of America.







NATIONAL DAIRY
PRODUCTS CORPORATION

AND AFFILIATED COMPANIES

ON 115 WAY.

YOUR NEW ZENITH RADIO ..



Soon Coming to Your Home!

FROM WAR-TORN SKIES of numbing cold and violent shock-where life and victory often depend on radio communication-have come great new advances in the science of RADIONICS.

Naturally, many of these RADIONIC MARVELS have reached a new high of perfection at Zenith. For Zenith-without fanfare-has been quietly doing its job as a LEADING PRODUCER FOR OUR ARMED FORCES of Radionic Products Exclusively.

Soon you will enjoy some of these amazing Radionic features right in your own home. Zenith engineering genius will bring them to you in a thrilling new line of RADIOS and RADIO-PHONOGRAPHS.

From portables to consoles . . . from standard wave, to short wave, to Frequency Modulation ... they will set a new standard of performance and beauty.

More than ever, Zenith will be the pride and joy of swiftly growing millions. More than ever, Zenith will merit the renown for famous "firsts" and exclusives that made it "America's most copied radio, always a year ahead"...and one of the three largestselling radios in the world! STAND BY FOR THE NEW ZENITH RADIOS-THEY'RE HEADING YOUR WAY!

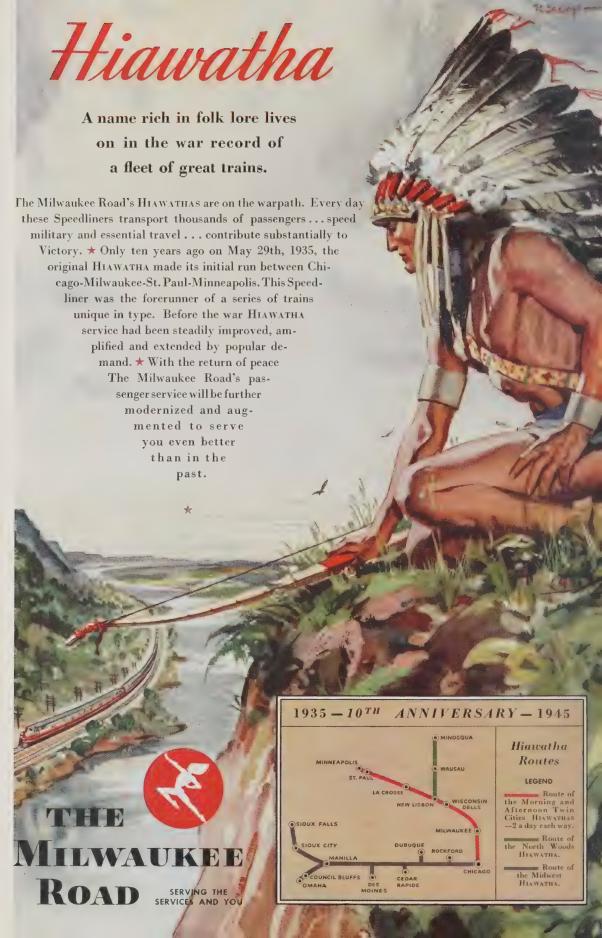
Finer Radios for You Through Our Policy of

*RADIONICS EXCLUSIVELY

Zenith does not spread itself thin over unrelated fields like refrigerators, ranges, washers, irons. Every Zenith worker is a specialist in RADIONICS—the science of transmitting and receiving radio waves. No wonder your new Zenith radio will offer value far beyond anything you've ever known before.



RADIO • FM • RADAR • TELEVISION • RADIO-PHONOGRAPHS • HEARING AIDS





OVER HALF AN HOUR OF MUSIC WITHOUT INTERRUPTION

Music at its beautiful best! That's what's in store for you soon after Victory. The radio programs you love to listen to will come in richly, with every subtle tone and overtone! And when you're hungry for favorite recorded music, you'll discover how scientifically perfect a Motorola record changer can be.

Motorola is still devoted to the making of famous "Handie Talkies," originated and developed exclusively by Motorola Radio Engineers. But make a note—soon after the war, see and hear a Motorola Phonograph-Radio.

GALVIN Mfg. Corporation • Chicago 51, Illinois

Motorola

A-M
F-M
POR HOME AND CAR

F-M AND A-M HOME RADIO · AUTO RADIO AUTOMATIC PHONOGRAPHS · TELEVISION





COME to accessible New Hampshire for this year's vacation. Nature has yet to build a better setting for swimming, boating, hiking. And if you can find better food to satisfy mountainstimulated appetites, we don't know where it's served. For helpful 1945 vacation facts, write...

STATE PLANNING &
DEVELOPMENT COMM.
433 Capitol St., Concord, N. H.
Send me your
FREE illustrated Vacation Booklet.





Reproduced from a Kodachrome transparency

Life is Color... and KODAK helps you capture all of it by magnificent color photography . . . with most any "still" camera . . . or home movie camera,

Kodak research has brought you 5 ways to "make it" in color ... and so you can have Kodacolor snapshots—full-color prints on paper ... or Kodachrome transparencies from which to make big or little enlargements—Kotavachrome or Minicolor Prints. And you can have Kodachrome for projection at home—either movies or "stills"...

Film is still very scarce—the war takes so much—but there's a little to be had now and then . . . at your Kodak dealer's.

At Kodak—photography's greatest laboratory—research scientists have worked on color from the very first. And they're still at it. Kodak color isn't just film or paper. It's more than a product or a process. It's a program . . . a continuing, ever-progressing plan that works constantly to bring you color photography at its finest . . . Eastman Kodak Company, Rochester 4, N. Y.

5 ways to color with Kodak

- Kodachrome transparencies
- Kodak Minicolor Prints
- Kodacolor snapshots
- Kotavachrome Prints
- Kodachrome movies



One of a series of events in the lives of American composers, painted for the Magnavox collection by Walter Richards

How George M. Cohan came to write "You're A Grand Old Flag"

THE grizzled veteran raised his eyes as the breeze picked up the folds of "Old Glory."

"She's a grand old flag," he murmured.

>> >> STANDING at his elbow, George M. Cohan heard the old man's words—swiftly turned them into one of America's great patriotic songs. Thus the composer-actor-playwright who was born on the Fourth of July is honored again this year by millions who join in singing "You're a Grand Old Flag," "Over There," and others with that unmistakable Cohan speed and spirit.

Unmistakable, too, is the wonderful difference in tone when you hear patriotic music of any kind on the Magnavox radio-phonograph.

For Magnavox reproduction of music *always* gives a vital plus . . . the difference between a seat on the reviewing stand or a place on the outermost fringe of the crowd.

» TO LEARN this difference for yourself, make a side-by-side comparison between Magnavox and

any other radio-phonograph on the market! It is just such comparison that has made Magnavox the instrument owned by Fritz Kreisler, Eugene Ormandy, Sir Thomas Beecham, Jascha Heifetz, and others of like fame. It's the reason, too, that your next instrument should be a Magnavox!

>> MAGNAVOX is both a superb musical instrument and truly fine furniture . . . with styles ranging from traditional to modern. Every part is painstakingly built to give you years of pleasure and trouble-free service. Yet the cost is easily within your reach!

Send for Booklet -Every parent, every youngster, will want to read Dr. Spaeth's "Music . . . A Priceless Heritage." Ask for a free copy at your Magnavox dealer, or send a ten cent War Stamp (to cover cost of mailing) to The Magnavox Co., Dept. NG-8, Fort Wayne 4, Ind.

Magnavox Regency Symphony



Magnavox RADIO 9 PHONOGRAPH

The choice of great artists



A glance at the globe shows why NATS need more Martin Mars!

Look at the globe. Note the width of the Pacific. And remember, distance doesn't lend enchantment, where logistics are concerned!

How to get blood, vital supplies, or personnel across the Pacific quickly? That's a job for the NATS ... the Naval Air Transport Service!

NATS Swarm Over Every Ocean

Thanks to the NATS, life-giving whole blood reached the Leyte beachhead 48 hours after leaving San Francisco. Thanks to the NATS ten billion letters were flown over the Pacific alone in 1944. And thanks to the NATS, our fighting men, from Rio to Okinawa, are receiving highpriority cargoes . . . ammunition,

penicillin, radio parts, aircraft tires, etc., . . . in ever-increasing volume.

Bright Stars in Pacific Skies

Brightest stars in Pacific skies are the NATS' new 82-ton Martin Mars cargo carriers. The original Mars in its first year flew the equivalent of 9 trips around the world . . . carried more than two million pounds of cargo was never in port more than 2 days for turn-around. And the new Mars flying freighters, now joining NATS, show higher performance.

A Promise to Tomorrow's Airlines

Martin flying boats will pay big dividends to tomorrow's airlines. Proved in service with NATS, both Mars and Mariner are known quanThis insignia is a welcome sight to our fighting men on every front.



tities. Both are in production right now . . . a fact which will mean prompt delivery, at minimum costs, of postwar commercial versions. So for speed, comfort and economy . . . plan to travel or ship, via Martin flying boat! The Glenn L. Martin Company, Baltimore 3, MD.

The Glenn L. Martin-Nebraska Company—Omaha





RCA radio-relay towers-like those above-will give post-war television far greater range.

Coast-to-Coast Television...

through "Radio-Relay"

For a long time it looked as though post-war television might be confined to local stations. That was because the ultra short waves that carry television do not bend with the curvature of the earth. They go in a straight line out to the horizon—and then into the sky.

But today, this handicap has been overcome—by RCA scientists and engineers.

The radio-relay was developed—a tower that "bounces" television programs to the next tower 30 to

50 miles away. Through a network of these automatic, unattended, radio relays, coast-to-coast television is made practical.

This is but one more example of how RCA research constantly "makes things better." Such research is reflected in all RCA products. And when you buy a television set, or radio-phonograph, or anything made by RCA, you enjoy a unique pride of ownership. You can be sure it is one of the finest instruments of its kind that science has achieved.



C. W. Hansell, RCA specialist in transmitters and relays, is shown here with a new and enlarged radio-relay reflector that can "bounce" radio messages, radiophotos and Frequency Modulation programs at the same time that it relays television from coast to coast!

RADIO CORPORATION of AMERICA

PIONEERS IN PROGRESS



1945





"Whoever you are, whatever you do, you will need Hallicrafters radio equipment to keep you in touch with the new world to come." This sweeping statement Hallicrafters supports by submitting the details of their present line of receivers. From low to ultra high frequencies there is a Hallicrafters receiver to meet your special requirements. Amateur radio operators, discriminating short wave listeners by the hundreds of thousands, world pioneers who must have the finest in communications systems for use on land, sea and in the air will select Hallicrafters—firmly entrenched in the minds of millions as "the radio man's radio."

COPYRIGHT 1945 THE HALLICRAFTERS CO.

MODEL \$-37. FM-AM receiver for very high frequency work. Operates from 130 to 210 Mc. Highest frequency range of any general coverage commercial type receiver.

MODEL S-36. FM-AM-CW receiver, Operates from 27.8 to 143 Mc. Covers old and proposed new FM bands. Only commercially built receiver covering this range.

MODEL SX-28A. Operates from 550 kc to 42 Mc continuous in six bands. Combines superb broadcast reception with the highest performance as a communications receiver.

MODEL S-22R. Completes Hallicrafters coverage in the lower end of the spectrum. Operates from 110 kc to 18 Mc in four bands. A.c./d.c. operation.

hallicrafters RADIO



BUY A WAR BOND TODAY

THE HALLICRAFTERS CO., WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT, CHICAGO 16, U.S.A.

TODAY'S "PACEMAKER"

Setting the pace for the coach streamliners of tomorrow



Mealtime Money's Worth

Pacemaker meals are attractively served and *thrifty!* Yet even on this low-cost menu, Central allows service men and women a special discount.



First Date With Dad

Due to meet her Navy Dad for first time, Baby takes a beauty nap in Women's Coach. Maid watches, while Mother dines.



Modern Slant on Sleep

At night, when coach lights dim to a soothing blue, the Pacemaker's pillow-soft seats can be slanted back to a sleep-inviting angle,



Boudoir on Wheels

Thanks to Pacemaker's spacious, modern dressing lounges, it's easy for a woman to keep looking her best... even when traveling light in wartime.



Night and Day Favorite

Open to all Pacemaker passengers without charge, the Club-Observation Lounge is a delightful place to chat, read, or enjoy refreshments.



BY DAY, uniforms and civilian clothes mingle in the cheery dining and club cars. By night, coach seats tip back restfully, and the hum of the wheels lulls these passengers as they travel on a schedule almost as fast as the 20th Century's own.

For this is New York Central's all-coach Pacemaker. And it has sped some 1,700,000 war-

time passengers between New York and Chicago... setting the pace for still finer coach streamliners that will add thrills to thrifty travel on the peacetime Water Level Route.

FREE! NEW, ENLARGED BOOKLET.

"Behind the Scenes of a Railroad at War"
—containing 13 cutaway pictures of the
20th Century, engine cab, troop train,
mail car, hospital train, etc. Write Room
1221P, 466 Lexington Ave., New York
17, N. Y.

The Good Old U.S. A.

Fighters renew acquaintance with America as busy cities, fertile farms, and homey villages roll past Pacemaker's wide windows.



NEW YORK CENTRAL

THE WATER LEVEL ROUTE



BUY MORE WAR BONDS



One of a series of events in the lives of immortal composers, painted for the Magnavox collection by Walter Richards

So faithfully, so beautifully does this instrument reproduce the world's great music that it has been chosen above all others by such great musicians as Kreisler, Heifetz, Beecham, Ormandy and Horowitz. Drop into a fine store soon, and ask to hear the Magnavox side-by-side with other instruments. Compare the beauty and workmanship of the cabinets; note the smooth, natural, trouble-free action of the Magnavox. Then compare prices. See how much more you get for your money with Magnavox!

How the Bach Jamily had fun with mysic

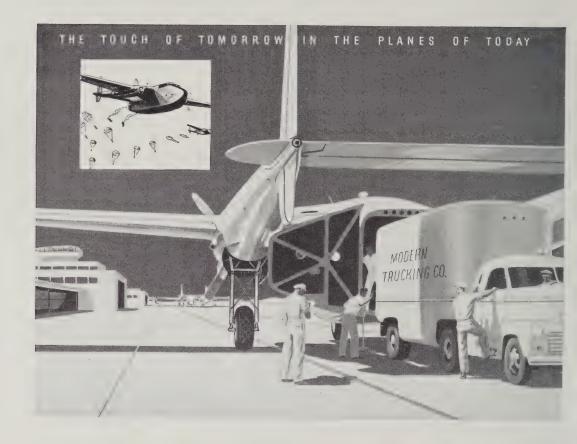
GREAT MUSICIAN that he was, and even greater as a composer, Johann Sebastian Bach knew how to relax with his family. Among his twenty children, Johann Friedrich and Karl Emanuel especially inherited his musical genius. Each would pick up an instrument and start evolving a theme. Others would join in, one by one, developing harmony, weaving in counterpoint, till the rafters shook with joyous sound.

That, incidentally, is much like the harmonies Bach wrote into his immortal scores. And what effects his genius achieved, for examples, in his magnificent musical dramas, St. Matthew Passion and St. John Passion! Have you heard them, or the stately Mass in B Minor, played by a Magnavox radio-phonograph?



Magnavox. The choice of great artists

1945



A Ship of War-With a Peacetime Destiny

You won't have to beat this weapon of war into a peacetime plowshare. V-J Day will see the Fairchild-designed "Packet" ready to plow the airlanes of commerce.

Built specifically for military cargo—tons of guns, men and equipment for battle—the "Packet's" huge hold will receive the bulky goods of peacetime commerce with ease, speed them hundreds or thousands of miles to their destinations.

Designated by the Army as the C-82, the "Packet" has been nicknamed the "flying boxcar." Its cargo compartment (2,870 cubic feet of unobstructed and continuous space) carries 93% of the capacity of a railroad boxcar.

Facility in loading is a triumph of Fairchild design. Split doors at the rear of the fuselage open to the full width of the cargo space. Cargoes roll smoothly into the "Packet" from a truck, for the "Packet's" horizontal floor is at standard truck floor height. Smaller pieces can be loaded through a forward loading door.

The value of the "Packet," to shippers of all types of "flyable" cargo, will be as broad as the future of air cargo itself. Time and experience will attest to its economy and multiplicity of uses. Thus, the "Packet," now at war, emphasizes the Fairchild tradition of advanced aviation, "the touch of tomorrow in the planes of today."

For further details about the "Flying Boxcar," send request on your business stationery. Write Dept. D.

BUY U.S. WAR BONDS AND STAMPS

TAIRCHILD ENGINE AND AIRPLANE CORPORATION

30 ROCKEFELLER PLAZA, NEW YORK 20, N.Y.

Ranger Alrcraft Engines Division, Farmingdale, L.I.

Subsidiary: Al-Fin Corporation, Jamaica, L. I., N. Y.

Affiliate: Stratos Corporation, Babylon, L. I., N. Y.



Yes, both are Beethoven—authentic portraits of this great
composer. The one on the left reflects his visual features; the
other, a Scott Radio and Record Player, reproduces the brilliantly mobile
soul of his music—a music at one time so liquid, at another so
stirring, that only an instrument of the greatest tonal flexibility could
completely capture its vagaries of mood. And therein lies the secret of the Scott, and the reason for

its endorsement by music-lovers the whole world over. The Scott's exquisitely detailed portrayal of the music you love leaves nothing to be imagined, nothing further to be desired.

Soon, very soon we hope, you will be able to stop in at your leading music or department store and listen, unbelieving, as the Scott performs before you. Only then will you fully comprehend the magnificence, the completeness of this instrument—for AM and FM radio reception, world-wide precision shortwave, and automatic record reproduction are but a few of the features that the postwar Scott has in store for you.



THE WORLD'S FINEST RADIO

Scott	Radio	Laboratories,	Inc.	4448 Ravenswood	Avenue,	Chicago	40, Illinois

SCOTT RADIO LABORATORIES, INC. Dept. IP5, 4448 Ravenswood Avenue, Chicago 40, Illinois.	Name
Please send me your new booklet on radio, "Achievement Through the Years,"	Address
☐ Please put my name on your mailing list.	CityZoneState



There's a *Hored* in your future!

OUNT on it! One day, you too will know the joy of owning a new Ford—a car that will be eager to take you traveling in style.... Then you'll look with pride at a car that's big—inside and out. It will be smart appearing. You'll hear a motor that whispers of power.... And when you get underway—what pleasure! It will be so smooth and easy-

riding—wealthy with comfort. Thrifty and reliable, too, in the finest Ford tradition.... More Ford cars are coming soon. Production has started but is very limited. America needs all available transportation, so take care of your present car by seeing your Ford dealer regularly. FORD MOTOR COMPANY



More bewitching than ever—Betty Hutton in natural color tone on a great new radio

SHE'S dynamic—this merry madcap of song. Even more magnetic when you hear her vivid performance in the glorious natural color tone of the coming General Electric FM radio.

Breath-taking Realism

On this revolutionary radio you'll hear magic tones and overtones lost on even the best present day conventional sets. You'll listen enthralled to flawless reception unbelievably free from static, fading and station interference.

Everything in Radio and Television

This newest kind of radio is only one of the amazing models General Electric will offer someday soon at popular prices. There also will be

standard radios, radio-phonographs with a startling new system of tone reproduction, and the new revolutionary self-charging portable.

General Electric television receivers, too, with their large clear pictures, will set an entirely new standard in home entertainment.

FREE: A fascinating booklet, "YOUR COMING RADIO," 28 pages profusely illustrated in full color. Previews the revolutionary, new General Electric Radio and Television sets. For your free copy mail a postcard request to Electronics Department, General Electric, Schenectady, N. Y.

Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.



GENERAL 6 ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS

RADIOS

For long life and better reception ask for electronic radio tubes by General Electric.

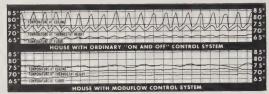
is your ceiling 750 miles

FROM YOUR FLOOR?

Believe it or not, there is probably greater difference between the temperature at the ceiling and floor of your house than there is between the average temperature of Chicago and Birmingham, Alabama — 750 miles farther South. For, in the average home or apartment, the temperature at the ceiling is often twenty degrees warmer than at the floor. (See chart below.) Unfortunately, the heat that rises to the ceiling is largely wasted, while the floor may be drafty and too cold for comfort or health.

But, Minneapolis-Honeywell has devised a remarkable new heating control system that will correct this situation. It is called MODUFLOW. By an ingenious method of heat control and supply, Moduflow nearly equalizes floor and ceiling temperatures; result, uniformly comfortable temperature from ceiling to floor.

Every home or apartment, however modest, can afford the greater comfort and efficiency of Moduflow. Mail the coupon today for free booklet that tells all about Moduflow.



See the difference Shown above are actual temperature recordings taken in two identical houses — one with and one without Moduflow, Without Moduflow, temperature varies as much as

20 degrees from floor to ceiling. Moduflow smooths out the ups and downs of the ordinary system — uses heat formerly wasted at the ceiling to increase temperature at the floor.

MODUFLOW

The New HONEYWELL Heating Control System



Let's Finish the Job - Buy MORE War Bonds!





THE HALLICRAFTERS CO. . WORLD'S LARGEST EXCLUSIVE
MANUFACTURERS OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT, CHICAGO 16, U.S.A.

Look Ahead! to the Joys of a Dude Ranch Vacation in WONDERFUL WYOMING



Rest and Relax from wartime manual and mental toil—fit yourself to meet the many problems of today and tomorrow—in Wonderful Wyoming's vast, healthful, invigorating "open spaces." For details about Wyoming's recreational and scenic attractions, its numerous agricultural, livestock raising, industrial and other business opportunities, address George O. Houser, Mgr., WYOMING DEPT. OF COMMERCE & INDUSTRY, 245 Capitol Bldg., CHEYENNE.











MALLORY Tropical* DRY BATTERIES

Originally developed by Mallory for the United States Army Signal Corps. When peace arrives, this radically different battery will have great advantages for civilian use. Now, output is confined to war needs.

> P. R. MALLORY & CO., Inc. INDIANAPOLIS 6, INDIANA

*TRADE MARK

MALLORY

TRY ORIS

It's Different and so Thorough

Lavoris does not depend upon high-powered germicidal agents; but coagulates, detaches and removes objectionable matter, without injury to delicate tissues.



Super-FM, made exclusively by RCA Victor, "soundproofs the air"... eliminates static and other interferences,

RCA Super-FM...

storms can be seen but not heard

With RCA Victor Super-FM, a thunderstorm becomes a "polite little shower." It can be seen, but never interrupts radio reception.

The first time you hear Super-FM (Frequency Modulation) you'll hardly believe your ears! For all static and other interferences are miraculously eliminated.

During a thunderstorm you can listen to a delicate violin sonata and think you're right in the broadcasting studio! Never before have your favorite symphonies, operas and popular tunes sounded so colorful, so full-ranged and so distinct on the radio!

The same kind of "let's do it better" research that perfected Super-FM goes into all RCA products. And when you buy an RCA Victor Super-FM radio, or television set, or even a radio tube replacement, you will enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind that science has achieved.

• Listen to The RCA Show Sunday, 4:30 P.M., E.W.T., over NBC.



George L. Beers, Assistant Director of Engineering for the RCA Victor Division, is shown here listening to the RCA Super-FM that he developed. Super-FM provides greater ease in tuning and a higher degree of selectivity as well as freedom from noise and interference.

RADIO CORPORATION of AMERICA

RCA BUILDING, RADIO CITY, NEW YORK 20



1945

Girls' Schools

ASHLEY HALL ACCREDITED college preparatory and general courses in atmosphere of historic Southern culture. Music, dramaties, home economics, art. Mid climate, year round outdoor sports; riding, pool. Lower school. Write for catalog. Mary Vardrine McBee, L. H. D., Prin., Box N, Charleston 15, St.

EDGEWOOD PARK ACCREDITED College prep. Advanced courses in cultural and practical arts, fine arts, sec. sc., real estate, medical asst., home ec., dramatics, photography. Costume design, interior decoration, merchandising, kindergarten. Sports-riding. Box N, Briarcliff Manor, N. Y.

FAIRFAX HALL STANDARD accredited 4 years high school. Sec., Fine Arts. Happy social life. All sports. Private stable. Indoor, outdoor pools. 1945 enrolment completed. Applications for 1946 now accepted. Wm. B. Gates, M.A., Pres., Box N-9, Park Station, Waynesboro, Va.

GREENBRIER COLLEGE FOR girls college preparatory and two years standard college work. Founded 1812. Art, Music, Dramatic Art, Sceretarial, Exceptional social and recreational ad-vantages. Modern fireproof dormitory. French W. Thompson, Pres., Dept. N-5, Lewisburg, W. Va.

GRIER SCHOOL IN THE Alleghenies. Accredited College Preparation and General Courses. Home atmosphere for girls 12-18. Music, Art, Typing. Unlimited riding. Winter and team sports. 800 acres. Gym, pool, 92nd year. Accessible New York, Washington. Catalog. Thos. C. Grier, Dir., Box 49, Birmingham, Pa.

KINGSWOOD—CRANBROOK

GRADES 7-12, post-graduate. College preparatory and general courses. 50 acres on lake near Detroit. Unusual opportunities in arts, handicrafts, sci-ences. Music, dramatics, sports, typing. Secretary, 156 Cranbrook Road, Bloomfield Hills, Mich.

LASELL JUNIOR COLLEGE

Young women. Ten miles from Boston, Two years Junior College. Academic, Home Ec., Secretarial (gen. or med.), Merchandising, Fashion, Pre-nurs-ing, Art. Music. Catalog, Guy M. Winslow, Pres., 123 Woodland Rd., Auburndale, Mass.

MARY A. BURNHAM SCHOOL

Accredited college preparation, general and post-graduate courses. Exceptional work in music, art, secretarial. College town advantages. Riding, Swim-ming, all sports. 67th year. Catalog. Mrs. George W. Emerson, Box 43-N, Northampton, Mass.

OAK GROVE A FRIENDS SCHOOL EMPHASIZES Preparation for College and Gracious, Purposeful Living. Music, Art, Dramatics. Upper and Lower Schools. Joyous Outdoor Recreation. Riding included. New Fireproof Buildings. Mr. and Mrs. Robert Owen, Box 140, Vassalboro, Maine.

OGONTZ SCHOOL ACCREDITED general elective courses. Secretarial, home ec. (nutrition), first aid, music, art, dramatics. Military drill, all sports, riding. Rydal Hall, separate junior school. Abby A. Sutherland, Box N, Ogontz School P. O., Pa.

RYDAL HALL JUNIOR Department of Ogontz School, Kindergarten through grammar grades. Careful guidance of each child's natural tendencies. Music, dancing, dramatics. French daily. Spacious campus. Ten miles from Philadelphia. Abby A. Sutherland, Box RN, Ogontz School P. O., Pa.

SAINT MARY'S HALL

EPISCOPAL. Accredited college prep and general courses for girls. Music, art, crafts, dramatics, see'l. Spacious campus. Beautiful modern buildings. Sports, 79th year. Catalog. Margaret Robertson, M.A., Box B, Faribault, Minn.

WALNUT HILL PREPARATORY and general courses. Excellent record with leading colleges. Music, art. Healthful country life on 55-acre campus 17 mi. from Boston on main R. R. 2 mi. from Wellesley College. All sports, riding, skiing. Founded 1893. Hester R. Davies, riding, skiing. Founded 1898. Hester R. Davies, Prin., 30 Highland Street, Natick, Mass.

WARRENTON COUNTRY 40 MILES SCHOOL Washington. Girls ten to eighteen.
Thorough College Preparatory, well-planned General Course. Music, art. All sports, riding. Miss Léa M. Bouligny, Prin., Box N, Warrenton, Va.

Boys' Schools

ADMIRAL BILLARD ACADEMY

GRADUATES now attending college, Coast Guard Academy, Annapolis, West Point, Merchant Marine Academy, Fully accredited. Naval training, uni-forms, drills. All sports. Cruises in schooner Yan-kee. Junior school grades 6-8. New London, Conn.

ADMIRAL FARRAGUT FLORIDA unit in St. Peters-ACADEMY burg, the Sunshine City. Naval, all colleges, gov't academies. Grades 5-12. All sports. Band. Fleet of boats, including 70-foot power yacht. 215 acres. Catalog. Box L, St. Petersburg, Fla.

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BERKSHIRE For boys. Accredited. 8th grade through High School. Careful consideration of individual needs. Good citizenship stressed. Limited enrolment. Small classes. 400-acre estate in Berkshire Hills. Student government. All sports. 38th year. Catalog. government. All sports. 38th year. Cate Delano de Windt, Box N, Sheffield, Mass.

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HE PILOTED A GIANT TRANSPORT



Relaxed and listening, he sees his fondest wish come true...For music has a way of reaching down inside and stirring deep thoughts. A song, a surge of orchestral harmony—and inspiration soars.



How easily the girl sees herself in the place of the performer, imagining the triumph of her ambition ... so satisfying are the dreams and aspirations that music evokes—especially when you hear it at its best...

SHE HEARD THE OVATION OF A GREAT AUDIENCE

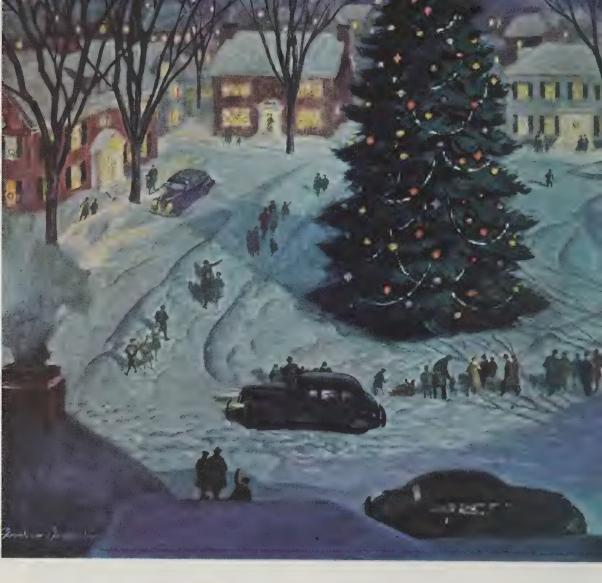


AND SOON you will be able to hear all your favorite music with utmost fidelity on the finest Stromberg-Carlsons ever made. New advances in radio reception — FM and Standard Broadcast — new developments in record reproduction, are features of the magnificent instruments now being prepared for you. Richer clarity and tone, lovelier cabinet designs — yes, you'll be very glad you waited to choose from the wide variety of Stromberg-Carlsons—priced within the reach of all.

For the main radio in your home ... there is nothing finer than a

STROMBERG-CARLSON

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a Christmas to remember ...

This year, the beautiful old Yuletide sentiment — "peace on earth" — means something far more real to most of us than it did at any previous Christmas ... In this ever-memorable year of 1945, peace is a dearly won and precious acquisition we know we must treasure vigilantly ... And so, as the lights of this inspiring Christmas twinkle at our hearthsides, as carolers sing their joyous roundelays and community trees gleam with friendliness, our nation hopefully, confidently and resolutely faces the opportunity to shape its destiny.

* STUDEBAKER *

OF MANY TO CHOOSE FROM



Motorola Radio



designed and they're available in plastic cabinets or fine resonant woods both traditional and modern in spirit. When you turn the switch and pick up your favorite program you'll quickly discover why Motorola Radio performance is marvelled at literally 'round the world.

The Motorola Radio engineers who originated and developed the battle-famous "Handie Talkie" have poured their vast electronic knowledge into the new Motorola Radios for Home and Car. The set pictured above is just one of many in a collection of fine musical instruments you must see and hear!

Motorola Dealers are listed in your local Red Book Telephone Directory

GALVIN MEG. CORPORATION

CHICAGO 51, ILLINOIS F-M & A-M HOME RADIO • TELEVISION • AUTOMATIC PHONOGRAPHS AIRCRAFT RADIO • F-M POLICE RADIO • RADAR • AUTO RADIO







Serome Kerw consults his critics...



One of a series of events in the lives of great composers, painted for Magnavox by Walter Richards

Illustrated at right is the Magnavox Belvedere, one of a wide variety of models ranging from traditional to smart contemporary designs . . . each a masterpiece in tone as well as craftsmanship. The Magnavox Company, Fort Wayne 4, Indiana.

THEY STOPPED PRACTICING—to gather 'round the piano and the dynamic little figure at the keyboard. They all listened carefully—for they knew from past experience that Jerome Kern wanted their opinions . . . valued them, acted upon them. It was the porter who was first to speak. "Mis-tah Jehr-ry," he said, "you've got anothah hit there . . . sho' as you is born!"

And unother hit it was! . . . joining such famous Kern melodies as "Ol' Man River," "The Last Time I Saw Paris," and "Smoke Gets in Your Eyes." There is a special treat today for all who listen to Jerome Kern's music played on the Magnavox radio-phonograph. A superb musical instrument for home reproduction of broadcast or recorded music, Magnavox is truly fine furniture, authentically styled and designed for years of service.

In choosing Magnavox for his own home,
Jerome Kern has followed the example
of Sir Thomas Beecham, Jascha Heifetz
and other great notables of music.
But you don't have to be a musician
to appreciate the superior tonal
qualities of Magnavox. If you like good
music, if you take pleasure in beautiful
furniture, if you want to get the most
for your investment . . . then your
final choice can only be a Magnavox!

Magnavox. The choice of great artists

1945



When you see those new cars with Body by Fisher - you'll be quick to say that beauty takes a bow. They are truly beautiful.

It's easy to see that the Fisher Body organization has come out of the war with its skill and craftsmanship at a new peak.

So when you have the pleasure of selecting a new car again, there's one thing to remember - be sure that it carries the emblem of Body by Fisher.

It stands today, as it has stood for more than 37 years, as the sure sign of a better automobile. It means that all the skills inherent in the Fisher Body organization have now been combined to bring you greater beauty, to give you greater comfort and safety.

BETTER BY FAR

Fisher Body Craftsman's Guild Model-Building Competition -8 university scholarships, 624 other awards for boys 12 years of age and older. Enroll now! Guild Headquarters: General Motors Bldg., Detroit 2, Michigan.

You get Body by Fisher only on

GENERAL MOTORS CARS

CHEVROLET

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OLD5MOBILE

BUICK

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Here's the Big News about New Static-Free F-M Radio

(F-M..."Frequency Modulation"—sensational new method of radio broadcasting)



Not even thunderstorms...or other natural static will mar a Zenith F-M radio's life-like tone. No popping or crackling to annoy you, because all static or interference will be virtually abolished. And only a Zenith will have a new way to increase listening range.



Smooth as satin tonal realism will be a feature of Zenith F-M radios. You'll hear music and voices against a backdrop of velvety silence. No electrical noises, no distorted sounds . . . just pure, uninterrupted listening pleasure. When you hear it you'll agree it has the touch of genius.



Genuine F-M...not imitation ... Zenith collaborated with the originator in bringing F-M to its present peak of perfection. Through long experience in operating its own 50,000 watt F-M station, and through important new Radionic developments, Zenith will have F-M radios with the touch of genius.



No overlapping or fading stations with genuine Zenith F-M. It will be as superior as a sharp photograph is to an out-of-focus snapshot. Each F-M station will tune in with razor-sharp precision and stay on the beam until you turn the dial.



Records come alive! First, Zenith's new way to reproduce record music ends all needle-noise, scratch and rattle. Then, the music goes through the static-free F-M radio circuit. The result—all the hidden beauty never heard in records before, plus the tonal realism of F-M.

Naturally a Leader in F-M
Because
Zenith Concentrates on
RADIONICS
EXCLUSIVELY

Following the discovery of F-M (Frequency Modulation), Zenith joined with the originators in its development. In fact, Zenith's 30 years of concentration on Radionics Exclusively has played a vital part in bringing genuine F-M to its present perfection.

This vast reservoir of experience in Radionics — the science of radio waves — has led to amazing achievements in manufacturing F-M devices for the armed forces. And all Zenith's wartime discoveries will be incorporated in the coming new Zenith F-M Radios and Radio-Phonographs.

When you see and hear them, you'll know instantly that there's a touch of genius in everything Zenith does.

BUY VICTORY BONDS -BETTER THAN CASH!

For the Best in Radio Keep Your Eye on Zenith



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RADIO . FM . RADAR . TELEVISION . RADIO-PHONOGRAPHS . HEARING AIDS

1945



KEEP ON BUYING VICTORY BONDS

"Meet Daisy, my dressmaker!"

It's a far cry from Paris to a pasture. But in the world of fashion, Daisy's quite a figure!

Chances are, you already own one of her "creations"... a soft little dress, a trim suit, perhaps a cozy housecoat. In the lining or on the price-tag, it's identified as Aralac.*

Aralac is another exciting product to be conjured from a pail of milk. Spun from the casein particles into fleece-light strands, its composition is much like that of wool or fur. It boasts the liveness common to protein fibers. Weaves into fabrics that are colorful . . . smooth-fitting . . . delightful to feel.

Furthermore, they disprove a time-worn old proverb. For here's one case where you can "eat your milk and wear it, too." While providing, by the millions of yards, a welcome new material for designers' scissors ... Aralac does not divert a single glass of milk from your family's table.

In developing this versatile textile ... out of once-discarded wastes ... National Dairy simply carries forward a wide-ranging program to increase the usefulness of milk by-

products. At National Dairy Laboratories, research goes on each day to improve the processing of cheese, butter, ice cream. A continual effort to find new and better ways to bring you milk, nature's most nearly perfect food, in all its forms.

*Reg. U. S. Pat. Off.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.

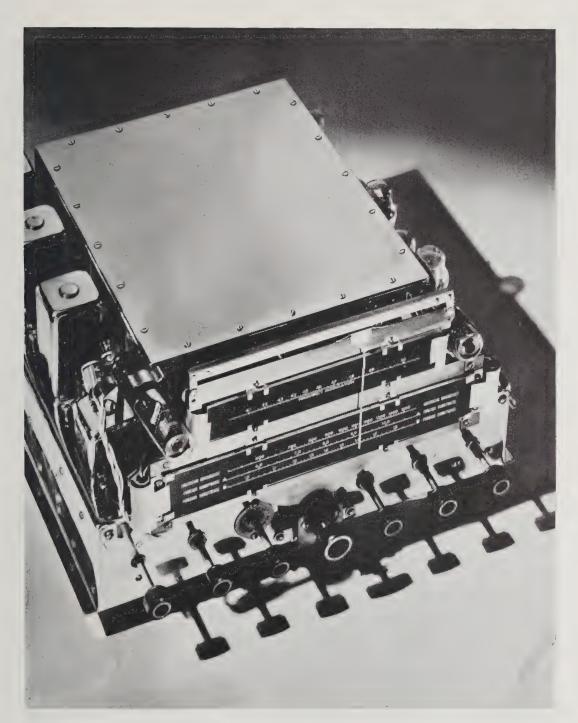






NATIONAL DAIRY
PRODUCTS CORPORATION

AND AFFILIATED COMPANIES



These are the "works" of a Scott radio . . . Don't they say, better than words, "Here is elegant engineering"? Before long a limited number of people who are able to afford the very best in a radio and record player are going to have a Scott. Wide choice of cabinets to fit your décor, or custom installations if you prefer. Prices start around \$500. Write us about our plans . . . Scott Radio Laboratories, Inc., 4448 Ravenswood Avenue, Chicago 40, Illinois.





Lovelier than ever—Jane Froman in natural color tone on a great new radio

AT LAST, all the charm—all the irresistible appeal of Jane Froman's voice will be yours to enjoy. On the new General Electric radio with its great electronic developments, you'll hear her as though she stood within the very room.

Revolutionary New Developments

In the revolutionary new General Electric, new electronic discoveries—new G-E developments fling wide the gates to a new world of enjoyment. You'll hear music in all its radiant beauty. You'll marvel at the magic of General Electric "natural color" tone—bass deeper than conventional radios can reproduce—full rounded middle register—delicate shimmering overtones. And this glorious "natural color" tone comes to

you unbelievably freed from the annoyance of static. Fading and station interference, too, now are reduced to the vanishing point. Whether you want a radio or radio-phonograph—an attractive table model or a fine period console—you'll discover that the coming General Electric radios surpass your greatest expectations.

Everything in Radio and Television

Coming also are the revolutionary self-charging G-E portables, radio-phonographs with the amazing new G-E Electronic reproducer that reveals new beauty in recorded music, and television receivers by General Electric with pictures large enough for the most spacious living room. You'll want a General Electric because you want the finest.







*The Magnarox Belredere

Magnavox .. a lasting investment in gracious living

You're invited to a thrilling demonstration of all the wonders of radio science in the new Magnavox radio-phonograph. Compare the tone of Magnavox with all other radio-phonographs, and you will agree that in Magnavox all the music—the subtle filigree of overtones—the firm, powerful bass—is so faithfully reproduced that listening becomes a new and wonderful experience for the entire family.

The Contemporary. Modern styling with a traditional influence that adds charm to modern or traditional settings. In one magnificent cabinet, all the wonders of radio science. Available in mahogany, white oak, prima yera and walnut.

Magnavox is not only a superb musical instrument, it is truly fine furniture, designed to add charm and beauty to any home. You may choose from a variety of models, from authentic traditional to the most refined contemporary styling, each a masterpiece of craftsmanship. Yet in Magnavox furniture designs you will find more than esthetic beauty ... you'll find functional convenience and acoustical efficiency.



The Regency Symphony. Late 18th Century regal elegance and superb radio-phonograph performance, make this model incomparable with anything you've ever seen or heard. Now available in mahogany, prima vera and walnut.

See and hear Magnavox instruments in America's fine stores. Compare them with all other radio-phonographs regardless of price—and you'll never be satisfied until you own a Magnavox. The Magnavox Company, Fort Wayne 4, Indiana.

* * *

*The Belvedere. The spirit of Chippendale is combined with the most advanced developments of the new radio world, including an automatic record changer, world-wide short wave and, of course, Frequency Modulation. Available in mahogany, white oak and walnut.

Magnavox
RADIO 9 PHONOGRAPH

Symbol of Quality in Radio

- since 1915



At last it's no longer a dream, but a trip to plan . . . this winter!

Plan now to "picture" it, too, with a Filmo Auto Master movie camera. Interesting things you do and see—capture them all in *home movies*. Make it truly a trip to remember!

Anyone can make fine movies easily with this fine B&H camera. Just sight, press a button, and what you see, you get—in true-to-nature color or in sparkling black-and-white.

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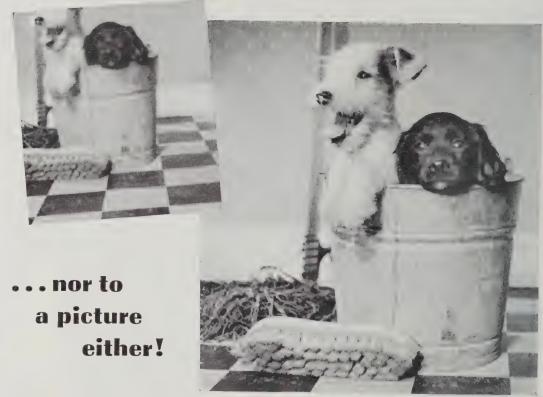
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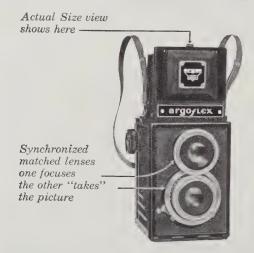


It shouldn't happen to a DOG!



Taken with an Argoflex, f4.5 at 1/200

A fuzzy outline, fogged by blurred detail—something cut off or left out, and it's just another "dog-gone" picture. It could have been better—with an Argoflex—the twinlens camera. Matched lenses are focused



in perfect unison by one simple control. Modern photographers recognize the Argoflex method as a better and simpler way of sighting and composing finer pictures. For black and white or color. Ideal size (2½ x 2½) for album prints. For your next camera, get a new Argoflex.

ARGOFLEX MEANS-

Better Composition because you see the picture before you take it. No cutting off, or leaving out part of the subject. The picture you see... is the picture you get.

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POP CONCERT Extraordinary

Arthur Fiedler Hears a Familiar Voice in The Meissner's Magic Tone

Yes, this was a sound the noted conductor of the Boston "Pops" Orchestra knew well... he had heard it many times as he ascended the podium for his famous Charles Rives Esplanade Concerts. It was the murmur of thousands of voices... the conversation of music lovers from all walks of life rising on the wind... then suddenly hushed by the raising of the baton...

A composer had caught this sound... woven it into a descriptive passage of the powerful American symphony Arthur Fiedler heard now, cascading from the luxurious cabinet before him... recorded music that overpowered him with its sheer beauty of natural tone... for this was the famous Meissner electronic radio-phonograph.

When the last record of the symphony was ended, Arthur Fiedler spoke: "This new Meissner is an inspiration! I have heard these records often, but never before has an instrument been able to reproduce the full, true tone that brings such a musical picture to life for the listener!"

Soon you, too, will find new life ... new inspiration ... in your favorite music, for the great new Meissner,

housed in luxurious cabinets created by the nation's most skilled craftsmen, will soon be ready for you.

Its introduction will be a musical event, for this complete new world of sound will include the finest AM, FM and Super Short Wave reception, in addition to reproduction of recorded music with the clarity and fidelity of tone that has astounded many of the world's greatest musicians.

Write the Meissner Manufacturing Company's sales offices, 936 North Michigan Avenue, Dept. H, Chicago, Ill., for the name of your Meissner dealer.





WORLD-WIDE SYMBOL of progress in its day, the telegraph key more recently threatened to become a bottle-neck under pressure of modern communications demands.

War added a deluge to the flood of daily telegrams. But even before that crisis was upon us, the situation was well in hand.

One answer was the keyboard sender and automatic receiver, an almost uncanny improvement over the clicking key of yesteryear.

The old key ticked out your telegram letter by letter, in dots and dashes. It took one operator to send, another to receive. And they had to have long training in the Morse Code.

But today—your message is typed out, just as a secretary types a letter. Simultaneously, at the other end, the phantom fingers of an automatic receiver re-type the message for delivery.

Flesh-and-blood operators send—and ghost operators receive*—some 233,000,000 Western Union telegrams a year!

For nearly 100 years, Western Union has been pioneering in communications. Many new advances in automatic telegraphy are now in commercial use, and other forthcoming developments, including electronic devices, soon will be available . . . as Western Union looks ahead to a second century of progress. Western Union Telegraph Company, 60 Hudson Street, New York 13, N.Y.

*Every automatic receiver has a fleshand-blood attendant who checks constantly on operation, removes the printed tape from the machine and sticks it on the delivery form.

> Western Union

Beauliful Music ALL THROUGH THE HOUSE



In Mom's "Laboratory"

The family chef now has new seasonings for her favorite dishesa pinch of music here, a dash of laughter there—as the NEW Motorola takes the monotony out of those long hours in the kitchen.

In Dad's "Dog House"

No longer does Dad have to interrupt his work to catch the newscast or assert his seniority rights to get the ball-game on the air. Yes, there's new sparkle in Pop's den since Motorola joined the family!

For the "Jumping Jivers"

"Well all reet, send me Jackson," and the Motorola Record Changer in the fun-room swings into another half-hour of "solid" joy. There are no complaints about overenthusiastic downbeats now that the kids have their very own Motorola phonograph-radio!









NEXT time you walk past your radio dealer's and hear sweet music in the air, more beautiful than you've ever heard before, you'll know the NEW Motorola Radios have arrived. Motorola Engineers originated and developed the famous "Handie Talkie". This plus their mastery of RADAR has made possible the kind of radio reception that the most critical musical ear calls-magnificent!

You've been wanting a new radio. To be sure you get all you've waited for, see and hear Motorola!

GALVIN MFG. CORPORATION . CHICAGO 51



F-M & A-M HOME RADIO • AUTO RADIO • AUTOMATIC PHONOGRAPHS • TELEVISION • AIRCRAFT RADIO • POLICE RADIO • RADAR



Travel Shipshape... Winship-shape

When you again embark upon the pleasures of luxury travel, enjoy also the convenience and prestige of luxury luggage...



WINSHIP UTICA LUGGAGE

Traditional SINCE 1774

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HOLIDAY PICTURES

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NEW G-E EXPOSURE METER

Easy to use—yet "the choice of experts." New, improved, General Electric exposure meter helps you make sure of better shots—movies or stills. It's sturdier, Lighter, New, improved light cell. And no increase in price. See your photo dealer and arrange for your new G-E meter now. General Electric Co., Schenectady 5, N. Y.



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Pipe-smokers <u>never</u> weary of Walnut



With that rich, natural, nutty flavor

Write for free booklet: "The Choice of Experience." John Middleton, 1279 Walnut Tobacco St., Phila. 7, Pa.

Custom-made for the Carriage-trade since 1856



In the past 15 years 45,000 persons have been added to the population of sunny St. Petersburg. They came from all parts of the United States and Canada and they made their homes here because they found in the Sunshine City an ideal combination of warm, semi-tropic climate, attractive setting and splendid living conditions. For a pleasant vacation or a lifelong home St. Petersburg has few equals. Write for illustrated booklets. Address G. G. Davenport, Chamber of Comparison.





One of the many ways radar can serve aviation is by enabling the pilot to "see" through fog and darkness.

Radar - a "Moving Roadmap" for Flying

Pilots can now have an accurate radar "roadmap" of the earth below—showing landmarks and major details of terrain. Radar will make it a whole lot safer to fly at night or in stormy weather as well as in broad daylight.

This is only one of the many possible uses for radar. For example, radar will "see" icebergs or islands many miles away—day or night—and will thus enable ships to avoid them. It will provide men with an amazing new "sixth sense"—and will be used in a great many ways yet to be discovered.

RCA research and engineering played a leading role in developing radar . . . the same research that goes into all RCA products.

And when you buy an RCA Victor radio or television set or Victrola, made exclusively by RCA Victor, you enjoy a unique pride of ownership. For you know, if it's an RCA it is one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, Radio City, New York 20. Listen to The RCA Show, Sundays, at 4:30 P.M., E.T., over the NBC Network.

HOW RADAR WAS BORN

During RCA experiments at Sandy Hook in the early 1930's, a radio beam was shot out to sea. Men listening with earphones discovered that this beam produced a tone upon hitting a ship that was coming into the New York harbor.

Later on the question arose, "If radar could 'hear' couldn't it be made to 'see'?" So the viewing screen—or scope—was incorporated into radar. This scope is an outgrowth of all-electronic television that was invented and perfected at RCA Laboratories.



RADIO CORPORATION of AMERICA



MOVAD

WINNERS OF 165 OBSERVATORY AWARDS SOLD AND SERVICED BY LEADING JEWELERS ALL OVER THE WORLD

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For Living there is no other city in America with the quiet charm, scenic splendor and cultural advantages of Colo-

rado Springs. Mild, dry, sunny winters...cool, invigorating summers. Year 'round outdoor recreation-skiing on Pikes Peak...big game hunting...golf on famous courses. Snow-pure water, low taxes, moderate living costs. Fine schools. Make Colorado Springs your home.

olorado Springs MANITOU SPRINGS and the PIKES PEAK REGION

COLORADO SPRINGS CHAMBER OF COMMERCE 167 Pikes Peak Avenue, Colorado Springs, Colorado Please send me beautifully illustrated, colorful 24-page booklet, "Your Home in Colorado Springs".

NAME

ADDRESS

AMERICA'S FINEST YEAR 'ROUND CLIMATE





SERVICE RECORD

in enduring bronze

Preserve forever the war record of a loved one or friend with this personalized bronze plaque by Gorham. A handsome memento to stand on desk or hang on wall of your home. Finely sculptured with honorable discharge emblem and Victory laurel. Size 4½ by 7 inches, with generous space for engraving personal service record. Price \$25.00 plus engraving, at leading jewelers'. Or, write The Gorham Co., Providence 7, Rhode Island.

GORHAM

Established 1831

MASTER CRAFTSMEN IN BRONZE

TO THIS BOOKCASE Expand it upward or sideways by

adding sections as your library grows, or as wall space and harmonious furnishing require. Finest wood crafts-

manship. The Globe-Wernicke Co., Norwood, Cincinnati 12, Ohio. Write for Free book, "Worlds Best Books," Dept. 3.



THE AUTOMATIC ELECTRIC

RESIDENCE ELEVATOR

Operates from Light Circuit Safe—dependable. Moderate price—inexpensive to operate. Easily installed in new or old homes. Extensively used through-out the nation.

The Home-LIFT is designed by experts who have been building commercial passenger elevators for years. Send for descriptive literature.



Representatives in Principal Cities

THE SHEPARD ELEVATOR CO.

Builders of Finest Office and Hospital Elevators 2432 COLERAIN AVENUE CINCINNATI 14, OHIO



Jay Thorpe original gown by Czettel

Beyond comparison ... this magnificent new radio-phonograph

For you who love music this great electronic instrument opens a new world of pleasure. The Musaphonic brings you rich harmonies, golden tones, rare overtones—the very soul of music—as you never heard them reproduced before on any radio-phonograph.

This breath-taking beauty of tone, this amazing realism given by the new G-E Electronic Reproducer is beyond comparison. And when you listen to your favorite radio programs on this matchless instrument you'll notice a new and vital quality.

On the Musaphonic every voice and instrument is recreated in the glowing realism of its original "natural color" tone. Through the magic of General Electric FM you hear them in flawless beauty—the golden tones unmarred by static, by fading, or by station interference.

To produce the Musaphonic's magnificent period cabinets, the work of Sheraton, Chippendale and Adam inspired designs to match your finest furniture. Then master craftsmen sought and found mahogany, satinwood and walnut in rare and beautiful graining. Soon, at leading dealers, you will be able to see and hear the Musaphonic, one of the great musical instruments of all time.



The Little Man who wasn't there!



Spoiled! A picture you've been waiting to take for a year. Spoiled because the center of interest was cut off.

Use the Argoflex method and you'll avoid this sort of disappointment. With

Synchronized matched lenses—one focuses the other "takes" the picture

*Reg. U. S. Pat. Off.

Argoflex you can be sure you're not cutting off essential elements. You can be certain, too, of sharp focus, exactly where you want it. More than that, you see your picture at the precise instant of exposure. For better pictures, better use an Argoflex, the twin-lens camera.

ARGOFLEX MEANS-

Better Composition because you see the picture before you take it. No cutting off, or leaving out part of the subject. The picture you see . . . is the picture you get.

Exact Focus: Turning one simple control until the image is sharp, *automatically gives the right focus*. Then snap the picture! No guess work no fuzzy or blurred out-of-focus negatives.

Actual Size: The large view-finder shows the picture in actual size (2½ x 2½). The Argoflex is so free from complicated "gadgets", you keep your mind on the picture.

ARGUS INCORPORATED · Ann Arbor, Mich. Fine Cameras and Precision Optical Instruments



QUICK FACTS

THE COBRA:

- ★ Utterly new! No other tone arm rides so lightly (¾ of an ounce) in the groove! Records last hundreds of plays longer.
- ★ No old-fashioned magnet or crystal. Reproduces tones on a Radionic Wave.
- ★ NO NEEDLES TO CHANGE! And new long-life "Floating Filament" retracts so you can drop the sturdy Cobra, even scrape it across records, nothing's harmed!

THE SILENT-SPEED RECORD CHANGER:

- ★ Smoothly, gently changes records in 3½ seconds.
- ★ Plays 10 and 12 in. records mixed, automatically!

YOU GET ALSO:

★ Famous Radiorgan with 64 tone combinations. New genuine two-band F-M radio. Gorgeous new flat-top cabinets. Record players that glide out for loading, glide back out of sight. And other brand new Zenith "Exclusives" galore!



Now—FOR THE FIRST TIME—you can enjoy records in your home with the same quality, fidelity and clarity of tone demanded by broadcasting stations!

The Cobra tone arm so completely revolutionizes all former methods of record reproduction that broadcasting studios all over America are using it. It is not only a new tone arm, but employs an entirely new principle of musical reproduction. The Cobra reproduces tones on a Radionic Wave—there are no old-fashioned crystals or magnets . . . no needles to change!

You have a new thrill awaiting you when you play your own records with the Cobra tone arm. You'll hear golden tones and overtones which you never knew were in the records. The Cobra not only brings them out, but at the same time miraculously *erases* all annoying surface noise, rattle and hum!

Another outstanding Zenith feature is the Silent-Speed Record Changer which changes records smoothly and quietly in $3\frac{1}{2}$ seconds. There are no "gadgets" or complicated regulators to fuss with—and this changer plays 10 and 12-inch records intermixed, automatically!

See these revolutionary new Zenith features at your nearest radio dealer's today. Ask to hear a record played on any phonograph in the store—then listen to the difference when the same record is played on a new Zenith radio-phonograph with the Cobra tone arm.

You'll be amazed! Ask for a demonstration today.

COPYRIGHT 1946, ZENITH RADIO CORP.

30 YEARS OF "KNOW-HOW" AND LEADERSHIP IN RADIONICS EXCLUSIVELY



Catherine de Medici said "Mmmmm!"

Catherine, it seems, was not quite so heartless a hostess as she was cracked up to be. She *did* serve an occasional cup of nice, hot poison. But most of her dinner guests fared very well indeed, for she fed them heaping dishes of a new delicacy—ice cream!

As brides will, Catherine brought favorite family recipes from Florence to her husband's court. One of them was for ice cream. And the novelty-loving French, unused to such a rare delight, promptly lapped it up!

That was over four centuries ago. Yet ice cream remained a nobleman's luxury for many long years. Only in fairly modern times could its unique appeal be enjoyed by everybody—at every-day meals.

And it's only in modern times, too, that ice cream is recognized in its true light—not as a luxury, but as a valuable food. Like milk, butter and cheese, it furnishes both vitamins and calcium in generous amounts. Good reason why you find it so frequently starred by nutrition experts!

Today, again, you can satisfy war-suppressed appetites for all the ice cream you want, as

often as you want it. We're glad to be able to restore it on your menus. And we'll continue to make ice cream of finest quality—striving always, through research, to offer you the greatest possible benefits from milk, "nature's most nearly perfect food."

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.







NATIONAL DAIRY PRODUCTS CORPORATION

AND AFFILIATED COMPANIES



RCA's new television camera has a super-sensitive "eye" that sees even in the dimmest light-indoors or outdoors.

A television camera "with the eyes of a cat"

As a result of RCA research, television broadcasts will no longer be confined to brilliantly illuminated special studios.

For RCA Laboratories has perfected a new television camera tube, known as Image Orthicon. This tube can pick up scenes lit by candlelight, or by the light of a single match!

Operas, plays, ballets will be televised from their original performances in the darkened theater. Outdoor events will remain sharp and clear until the very end!

From such research come the latest advances in radio, television, recording. RCA Laboratories is your assurance that when you buy any RCA product you become the owner of one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Show, Sundays, 4:30 P.M., Eastern Time, over the NBC Network.



RCA Victor television receivers with clear, bright screens will reproduce every detail picked up by the RCA television camera. Lots of treats are in store for you. Even today, hundreds of people around New York enjoy regular boxing bouts and other events over NBC's television station WNBT.



RADIO CORPORATION of AMERICA

ACTION of the body muscles keeps the body fit the EXERCYCLE* way



Many doctors have written to us that EXERCYCLE is far and away the healthiest, easiest method they've found to take off weight. No weakening diets, no dangerous drugs. This revolutionary exerciser is electrically operated. Just get on and RELAX. The motor does the work and you get the exercise. It's easy on the heart. Combines motions of horseback riding, bicycling, rowing, swimming. A few minutes a day is all you need. Send for interesting booklet, "Health in Action."

excellent for helping correct intestinal discomforts caused by sedentary work

* Reg. U. S. Pat. Off.

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EXERCYCLE CORPORATION 597 Fifth Ave., New York 17, N. Y. Please send me your illustrated brochure (free)
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Address
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WITTIE MFG. & SALES CO., CHICAGO 5, ILL

Magnavox...a lasting investment in gracious living



Today, in the relaxed comfort of your home, you can give a symphony concert. You can re-create the world's great music, precisely as the composer meant it to be played and as famous symphony orchestras interpret it. For the new Magnavox radio-phonograph reproduces the trueness of tone of the living performance. This superb instrument is one of the better things in life you can give your family.



INTERIOR : W & J SLOANE

Designed to hold its place over the years

Combining the wonders of radio science, F.M. and automatic record changing with the best in furniture craft, Magnavox is built to grace your home over the years. Authentic designs are made with all the skill of the cabinetmaker's art. Look for Magnavox in fine stores. Compare it with all other radio-phonographs. Once you hear Magnavox you won't be satisfied until you own one. Your choice of furniture models starting at \$200. Regency Symphony shown, approximately \$400.





Symbol of Quality in Radio - Since 1913

The Magnavox Co., Fort Wayne 4, Ind



Center for executive management

Today's two-fisted competition demands straight thinking and prompt action. That's why this front-rank executive likes the convenience and instant action of Dictaphone *Electronic* Dictation.

The microphone on his desk gives him new and precise control over his entire organization. Into this magic microphone he speaks ideas, plans and instructions. Under proper conditions it even records important over-the-desk conversations. Meanwhile his secretary is free to protect him from interruptions and do other important work.

You'll find this new control center for executive action on the desk of many a top-flight business leader today. Discover how Dictaphone Electronic Dictation can double your own ability to get things done. Consult the telephone directory for your nearest Dictaphone representative. Or write for descriptive literature. Dictaphone Corporation, Dept. B-2, 420 Lexington Avenue, New York 17, N. Y. In Canada: Dictaphone Corporation, Ltd., 86 Richmond St. W., Toronto 2, Ont.

DICTAPHONE Electronic Dictation



The word DICTAPHONE is the registered trade-mark of Dictaphone Corporation, makers of Acoustic and Electronic dictating machines and other sound recording and reproducing equipment bearing said trade-mark.

The day choice came back . . .



1. Suddenly the idea shone in Bob's eyes like a birthday candle. This year he could make Carol's birthday the happiest day of all!



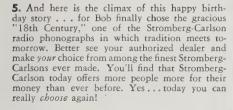
2. For years they'd both wanted a Stromberg-Carlson. And now Bob discovers that this year you can choose again. There is the beautiful, perfectly proportioned "Hepplewhite"... complete FM... superb standard broadcast and record reproduction... generous record storage space... engineered for Stromberg-Carlson wire recorder...



3. Carol would thrill, Bob knew, to the delightful Dynatomic . . . just one of the smart table radios where Stromberg-Carlson achieves amazing "big radio" quality.



4. And there's much of tomorrow in the "New World"... Bob marveled at the speed, the quiet and the gentleness with which the changer operates...beautiful cabinetry...And tone that is breathtaking.



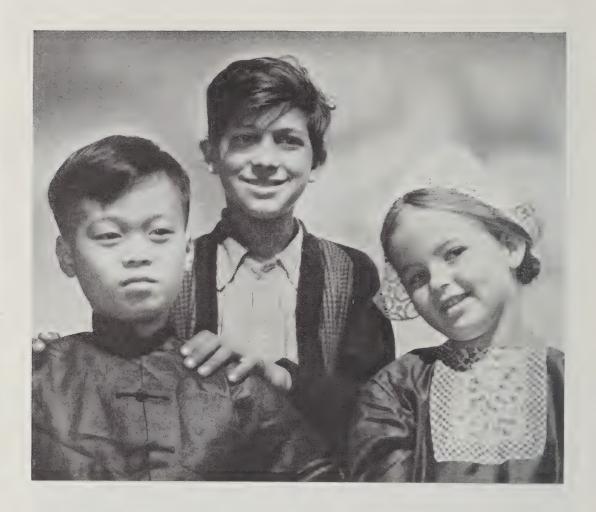


For the main radio in your home ...

there is nothing finer than a STROMBERG-CARLSON

 $\textbf{Radios}, \textbf{Radio-Phonographs}, \textbf{Television} \bullet \textbf{Sound Equipment and Industrial Systems} \bullet \textbf{Telephones}, \textbf{Switchboards} \& \textbf{Intercommunication Systems}$

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Which way will these twigs incline?

Remember that old saying, "As the twig is bent..."? It applies just as truly to the children of Europe and Asia as it does to those right here. They can grow to strong, good citizenship. Or, warped in mind and body, embittered by constant hunger—listen to another Hitler a few years from now!

What you do in this critical hour will help decide their future. So won't you back up in every possible way our promise to send food?

That means sharing your table, so long as the need is pressing. Surely, you'll continue to salvage fats, serve potatoes, save flour. Put up your vegetable crop, so you can give more to the Emergency Food Collection.

While we may scrimp, each of us will still eat well. There's abundant nourishment at your market. There's milk — and many other dairy products — to lend meals high health value.

Of course, you'll take as much care not to waste milk as you will to conserve other

things. Because it's nature's most nearly perfect food, milk is precious, too. Make every drop work for your family's well-being. We'll work, now as always, to keep it wholesome and pure.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.







NATIONAL DAIRY
PRODUCTS CORPORATION

AND AFFILIATED COMPANIES



Enchanted Hours

There's electronic magic in the Musaphonic. Now you'll hear recorded music as the composer and artist hoped that you might hear it. Delicate shadings—rich bass—shimmering overtones—the full natural color of every voice and instrument recreated in dewy freshness.

Reproducer is a Melody Magnet

As though by magic the sensational new G-E Electronic Reproducer brings you all the tones recorded in the original performance. On an electronic wave it recreates them in all their pristine beauty. Even on familiar records you'll hear rare artistry and rich harmonies that you never heard before.

Gone forever is the old-fashioned needle...and with it the noise, the wear, and the peril to your valued records.

—with an instrument worthy of the world's greatest music.

Natural Color Tone Radio

All that's new in radio is yours in the Musaphonic. Unequalled reception of standard radio—and the miracle of General Electric FM with its natural color tone, and its virtual freedom from static, fading and station interference.

Beautiful Period Cabinets

Sheraton, Hepplewhite, Chippendale, and the finest modern designers inspired the Musaphonic's magnificent period cabinets. Skilled craftsmen have fashioned these masterpieces from mahogany and walnut of rare and beautiful graining to add new beauty and new charm to the most gracious home.

GENERAL ELECTRIC
RADIO PHONOGRAPHS
170-E4

Blood Pressure, like steam

pressure



in a boiler, goes up and down, so

don't worry if yours is temporarily high,



particularly during periods of stress. However,

if it frequently gets above normal, or stays there,



must work harder and ultimate-

ly may be impaired. The blood vessels are also

put under greater strain which may affect eyes.



brain, kidneys, and other organs.

When caught in time, high blood pressure may be controlled or possibly eliminated.

If an elevation of the blood pressure develops, periodic medical examinations will detect it in the early stages and permit your doctor to advise measures which may keep it in check.

Medical scientists are continuing to study new methods to combat high blood pressure. Some authorities believe the kidneys play a vital part in certain high blood pressure cases and that these patients may be helped through special diets and limitation of liquids. New surgical techniques at times have proved effective for selected cases. Psychotherapy is another method under consideration. There also is hope that new drugs may be developed which will be helpful.

One hundred and forty eight life insurance companies have formed the Life Insurance Medical Research Fund. This group is making grants to help finance research projects relating to diseases of the heart and blood vessels, including high blood pressure.

To learn more about high blood pressure, its effect upon your heart, and how to guard against it, send for Metropolitan's free booklet 86-N, "Protecting Your Heart,"



CHAIRMAN OF THE BOARD

Leroy A. Lincoln, PRESIDENT

1 Madison Avenue, New York 10, N.Y. COPYRIGHT 1946 - METROPOLITAN LIFE INSURANCE COMPANY



Matchless for Fine Music... Captivating Charm

Listen to Meissner... for superb reproduction of the world's inspiring music. With faultless grace each favorite record is brought to vibrant life... becomes identical with the original performance. A delightful and always dependable enjoyment for your family and your friends. And Meissner's Automatic Record Changer truly provides a home festival of music...you can hear a complete program without touching a record.

Meissner superiority continues in its excellence of cabinet woods and designs. Dignity and charm prevail. Traditional examples of Chippendale and Sheraton, the English Regency and 18th Century Periods plus foremost contemporary selections . . . all by America's outstanding designers . . . provide

a fitting chamber for the miracle music of Meissner.

The Meissner 18th Century English is pictured above. Veneered in beautiful swirl mahogany, the hand rubbed cabinet has a top section bordered in satinwood with ebony cross line banding in the Hepplewhite tradition. Under the top is a hand carved flute and rosette design. Pulls are finished in antique brass tone.

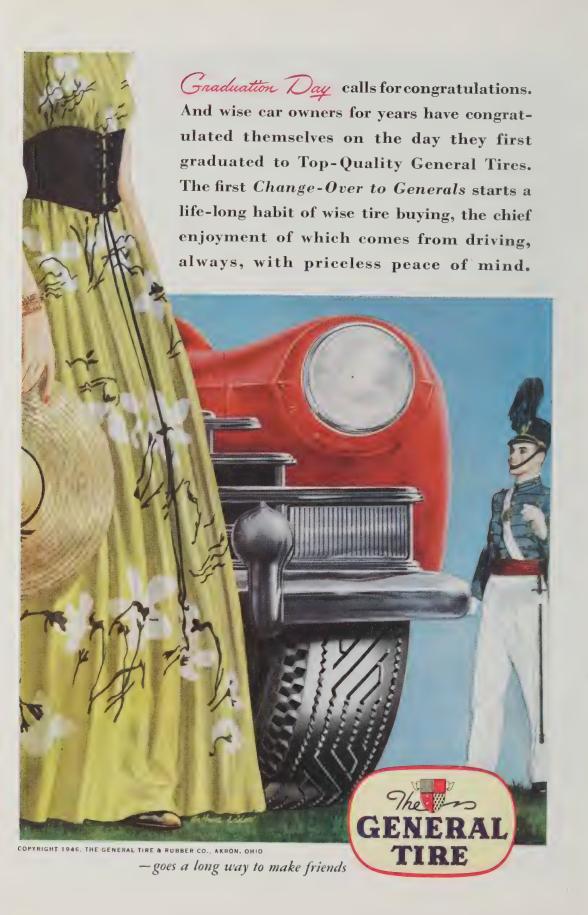
Meissner features the finest in radio: improved Standard Broadcast, Super Shortwave and outstanding FM (Frequency Modulation); sensational developments in sensitivity and selectivity; special push button tuning; a magnificent new speaker system plus push button tone controls that provide sixteen tonal

combinations. Meissner is truly an exceptional value in entertainment and charm.

For the name of your nearest Dealer, write to Meissner, 936 North Michigan Avenue, Chicago 11, Illinois . . . today.



MEISSNER MANUFACTURING DIVISION OF MAGUIRE INDUSTRIES, INCORPORATED





The Victrola*, made exclusively by RCA Victor, gives higher fidelity and longer record life through its jewel-point pickup.

Your Victrola's jewel-point pickup floats like a feather on water—

Instead of having the usual rigidly mounted needle that must be continually changed, your Victrola radio-phonograph has a permanent and flexible sapphire playing tip that fairly floats over the record.

It follows the groove with effortless ease, achieves new clarity and richness of tone, adds longer life to records, and acts as a filter against surface noise. Truly, your Victrola's jewel-point pickup brings you the ultimate in recorded music pleasure.

This pickup was perfected at RCA Laboratories—where every

product bearing the RCA label is kept at the very top of its field.

And so when you buy an RCA Victor radio, or television receiver, Victrola, or even an RCA radio tube, RCA Laboratories is your assurance that you are getting one of the finest instruments of its kind that science has yet achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20... Listen to The RCA Victor Show, Sundays, 4:30 P. M., Eastern Daylight Time, over the NBC Network.



Vietrola radio-phonograph, at approximately \$275. "Rollout" record changer handling twelve 10-inch, or ten 12-inch records. Permanent jewel-point pickup—no needles. American and foreign radio reception. An outstanding radio-phonograph combination—thanks to RCA Laboratories.



RADIO CORPORATION of AMERICA

*Victrola T.M. Reg. U. S. Pat. Off.



The Easiest Way to Travel with Children

IF you're going away for a vacation, why not take the easiest way to travel with children!

As for cost, you can figure where you save. Air fares are surprisingly low. Drastic reductions have brought them down to an average of 41/2¢ a mile.

As soon as your plans are set, make your reservations. It's easy. Just phone the nearest Airline office or authorized Travel Agent. A majestic luxury airliner awaits at the gate. You step aboard with your wife and children. The stewardess greets you and makes you at home in your seats.

The plane takes off but you have no feeling of leaving the ground...no feeling of height or speed. Yet you're traveling along up to five miles a minute! No wonder you're there almost before you know it... even before the children have a chance to get over their fascination at the scenes from their plane window. The children will love it.

P. S. In case your plans change, be sure to phone back and cancel your reservations. Air Transport Association of America, 1107 16th Street, N. W., Washington 6, D.C.

This advertisement is sponsored by the nation's airlines and leading manufacturers in the aviation industry

THE AIRLINES OF THE UNITED STATES



Gown designed by Mildred O'Quinn exclusively for Gunther

Living music - matchless tone - from this amazing new radio-phonograph

Hearing records on the Musaphonic is a thrilling new experience. Every fragile shading is recreated in all its exquisite beauty. Each vibrant tone glows with the living warmth of the artist's personality.

Neither surface noise nor needle scratch intrudes to break the enchantment. You hear only music—all the music—the subtle phrasing—just as the artist recorded it for your delight. This is the magic of that sensational development—the new G-E Electronic Reproducer.

And you'll never know how truly alive a radio program can be until you hear it on the Musaphonic. Voice and instrument are recreated with such fidelity that the very tones seem to take on a third dimension. Static, fading, and station inter-

ference are reduced to the vanishing point by the miracle of General Electric FM. In the Musaphonic, at last, you hear glorious natural color tone in all its flawless beauty.

Soon you can choose between Musaphonic's beautiful period cabinets of rare woods, designed and built by master craftsmen to harmonize with your finest furniture. Soon you can prove to yourself that this superb radio-phonograph is truly one of the great musical instruments of all time.

GENERAL & ELECTRIC
170-E2

\$64 QUESTION BRINGS

Billion Dollar Answer

Coming out of the war—in which they were called upon to carry more than 90 per cent of the military transportation load—the railroads are being asked this question:

"What are you going to do about peacetime equipment and services?"

And here's the answer for 1946:

A billion dollars' worth of new passenger and freight cars, new locomotives, new and heavier steel rail, new operating facilities, new equipment, materials and supplies of all sorts.

This means new ideas in cars—whole new trains—providing the utmost in safety, comfort, and luxury. New motive power. Better tracks and roadbeds. New standards of dependable, all-season freight service.

For the future, the answer is to be found in a continuation of railroad research for better transportation service, carried on more actively and on a broader front than ever before.

And all of it—not just the cars and engines, but the roadbeds upon which they run and the fixed facilities they use—is paid for with railroad money—no government subsidy—no federal, state, or municipal aid—no money from the taxpayers.

Operating on this self-supporting business basis, the railroads provide America with the greater part of the transportation upon which its future prosperity depends—at a cost averaging well below that of any comparable service anywhere in the world.

AMERICAN RAILROADS





Walter Dorwin Teague

Noted industrial designer, who styled the control panel of the new Scott radio-phonograph.

Excusable pride, surely, for the owner of a Scott radio-phonograph to want to show it off! So we've made it easy as pie to do that. The whole control panel and receiver assembly slides forward at a finger touch—ready for inspection. The Scott's "elegant engineering" does the rest. The best thing is just to turn it on and listen. You can do that at your Scott dealer's. For his name and address just write us... Scott Radio Laboratories, Inc., 4448 Ravenswood Ave., Chicago 40, Illinois.







She used to crave several blankets...he always wanted one. But with G-E exclusive Two-control Blanket, she sets *her* control for the warmth she wants. He sets *his* control for the warmth he wants. Both can sleep happily under *one* G-E Automatic Blanket.

How wonderful...this new

AUTOMATIC SLEEPING COMFORT!

G-E Automatic Blanket (with exclusive Doublecontrol) keeps husband and wife *lightly warm* all night! Adjusts to changing weather automatically.

TEN YEARS BACK, General Electric originated the Automatically Controlled Blankét.

This year, G. E. is making war-improved Automatic Blankets. Warmer! Softer! Lighter weight than ever! Much simpler mechanically.

And, for couples requiring different degrees of sleepinducing warmth, G. E. introduces exclusive *Two-control Blankets...* (in addition to Single-control Blanket).

One G-E Blanket can be warm as three. Fits any bed. Plugs into any electric outlet. Set G-E Bedside Control for temperature you want all night. Adjusts automatically to weather changes.

G-E Blankets average only 2 cents a night operating cost. Now at better stores in limited quantities. General Electric Company, Bridgeport 2, Conn.

Approved by Underwriters' Laboratories, Inc.







Set Exclusive G-E Bedside Control (Single or Double) for the warmth you want once each season. Control will adjust automatically to keep bed (and you) "just right" all night, every night!



Prewarms bed! Turn on G-E Blanket a few minutes before bedtime. Climb into bed and relax in sunny warmth! Sleep soundly, wake up wonderfully refreshed.



Saving-priced! ONE G-E Blanket takes the place of THREE regular blankets. Saves storage space, saves time and trouble making beds and cuts laundry bills (washing instructions with Blanket). A.C. only. Dreamy pastels, luxurious binding. Beauty and economy combined!



NEW FM - noiseless as the inside of a vacuum tube!

Now, FM, or Frequency Modulation reception, provides still greater freedom from static and interference caused by storms, oil burners, and domestic appliances.

It's radio at its finest—making your living room a part of the concert hall itself. You've no idea of how marvelous music can sound over the radio until you hear the golden perfection of FM reception developed by RCA.

Moreover, through this new RCA development, FM receivers can be made at a cost comparable to that of standard-band broadcast receivers. FM is no longer expensive!

"Better things at lower cost" is one of the purposes of RCA Laboratories—where similar research is constantly going into all RCA products.

And when you buy anything bearing the RCA Victor name—from a television receiver to a radio tube replacement—you know you are getting one of the finest instruments of its kind that science has yet achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Show, Sundays, 4:30 P.M., Eastern Standard Time, over the NBC Network.



Stuart William Seeley, Manager of the Industry Service Laboratory, RCA Laboratories Division, perfected this new FM circuit. It not only operates equally effectively with strong or weak stations, but lowers the cost of receivers by eliminating additional tubes and parts that were formerly considered necessary in FM receivers.



RADIO CORPORATION of AMERICA





Picture Country

parks, six national monuments, fourteen national forests embracing 13,-500,000 acres-from plain to timberline. here is America's most scenic vacationland. More than 6,000 miles of splendid highways will take you into every corner of this enchanted land. Ride and hike pine-tangy trails ...

explore historic gold towns...see exciting rodeos, famous museums, the storied cow country...fish in swift Cliff Dwellings trout-teeming streams amid the primeval peace of the silent hills. Cool, invigorating days-sleep under blankets! The traditional hospitality of the Old West awaits you-but please make reservations before you come.







DEPARTMENT OF PUBLIC RELATIONS 202 State Capitol, Denver, Colorado

Please send me information checked below:

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Whenever Baby invites a picture - movie or still - make sure you get it ... with the new, improved G-E Exposure Meter to guide your camera.

New, simplified dials make it easier to use. Lighter. Sturdier. Proved accuracy. Extremely sensitive. See the G-E meter at your photo dealer's. General Electric, Schenectady 5, N. Y.



G-E

GENERAL MELECTRIC

Magnavox...an invitation to gracious living



Listening to Magnavox from the comfort of your favorite chair is a never-ending source of musical enjoyment. In the new Magnavox, all music is reproduced so faithfully that you share the realism of the living performance. Magnavox is one of the truly lasting pleasures you can give your family.



The Ronald Colmans listen to Magnavox in their Beverly Hills home—Photography: Paul Hesse

Designed to hold its place over the years

Combining the wonders of radio science, F.M. and automatic record changing with the best in furniture craftsmanship, Magnavox is built to grace your home over the years. Look for Magnavox in America's fine stores. You'll find a wide choice of models starting at \$214.50. (The Regency Symphony shown is approximately \$385.)



THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA

RADIO 9 PHONOGRAPH

RADIO 9 PHONOGRAPH

RADIO 9 PHONOGRAPH



SPENDING YOUR SUMMER IN THE GREAT LAKES REGION?

If you are . . . let D&C help you plan your itinerary to include Niagara Falls, Buffalo, Cleveland, Detroit. Or, cruise with D&C on the blue waters of the upper lakes. See historic Mackinac Island, the Indian life at Harbor Springs, sail through beautiful Georgian Bay to Midland, Ont., home of the Martyrs' Shrine and Fort Marie. Regularly scheduled cruises sail mid-week and week-end each week.

D&C ships, the Grand Fleet of the Great Lakes, sail regularly every night, overnight between Detroit and Buffalo and Detroit and Cleveland. Take your car along, if you wish.



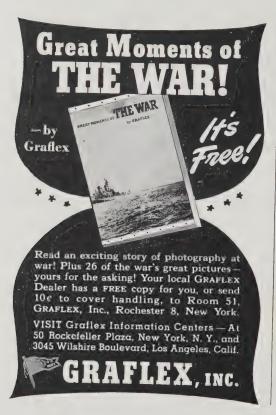
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Living, Inspired Music-Unexcelled Charm

For enjoyment and inspiration... for the superb listening thrill that will come when you hear the music of your choice reproduced with fullscale fidelity... select a Meissner Radio Phonograph. All the distinctive harmonics and overtones of the living performance... precise, colorful, flawless, clearly defined... are yours in the supreme tonal realism of each Meissner instrument.

Meissner cabinets, authentic masterpieces of dignity and luxury, are fitting companions for its glorious voice. You can make your selection from traditional Sheraton, Chippendale, English Regency and 18th Century periods or from outstanding contemporary designs, if you prefer.

Veneered in finely figured swirl mahogany, the Meissner Chippendale illustrated above has top sections bordered with curiously carved moulding typical of this period. Upper corners of the bottom doors are decorated with beautifully carved acanthus leaf pieces, the overall design is truly a masterful interpretation. To complete de luxe entertainment,

To complete de luxe entertainment, Meissner provides the finest in radio features, automatic intermixing type record changer...improved standard broadcast... FM (Frequency Modulation) sensationally free from static, station interference and fading... Super Shortwave... and many

other new electronic improvements.

Your Meissner Dealer will be glad to arrange a demonstration or you can obtain more details by writing to Meissner, 936 North Michigan Avenue, Chicago 11, Illinois.



MEISSNER MANUFACTURING DIVISION OF MAGUIRE INDUSTRIES, INCORPORATED

Sleeping Car Restrictions Removed!



• NOW YOU CAN sleep going anywhere you go by train. Sleeping car service n runs of 450 miles or less—banned since last July—

has been fully restored.* No need now to waste valuable daytime hours traveling. Reserve a Pullman bed—arrive refreshed by a good night's rest!



- 2. NOW YOU CAN reserve Pullman space well in advance of your trip—the ban against making reservations more than 14 days ahead is off.* No need now to make last-minute travel plans. Make them early—make Pullman comfort, safety and service an important part of them!
 - * Pullman's war job won't be over till the last veteran is home, but future military travel requirements permit the government to lift the ban on the operation of overnight sleeping car lines and to remove the restrictions on advance reservations of accommodations.

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY OF GOING PLACES FAST!



Scott "Driver's Seat"—There's a man-size feel and an airplane-instrument look to the new control panel of the Scott radio-phonograph... These are the knobs that bring to your finger tips all the finer nuances of tone—or One World, if you wish it... This new ensemble is by an American master of functional design, Walter Dorwin Teague... It's what you would expect with Scott engineering, Scott cabinet work... For your dealer's name write to Scott Radio Laboratories, Inc., 4448 Ravenswood Avenue, Chicago 40, Ill.



The day the twins got the moon

1. Dolls and Cops and Robbers...
Mumbly-Peg and House... Then
the twins discovered music, and
nothing else had ever seemed half
so exciting. Remember how it was
when music first came into your
life?



2. They listened by the hour at the home of a friend whose parents owned a new Stromberg-Carlson 18th Century. Standard broadcast, complete FM, records—how wonderfully rich and clear they sounded! "Wish we owned one," whispered Jane. "Might as well wish," said Bobby, "for the moon."



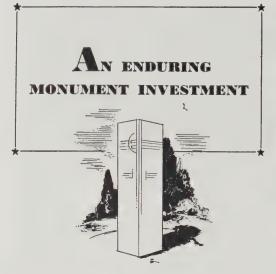
3. Then, one day, it happened. There in the study was "the moon"—with a card that said: "Happy birthday from Mother and Dad." It was a Beaux Arts, one of the new small radio-phonographs in which Stromberg-Carlson has achieved an

astonishing degree of "big set" performance. Have you heard the superb new Stromberg-Carlsons? Your dealer will be glad to have you drop in and listen.

For the main radio in your home...there's nothing finer than a

STROMBERG-CARLSON

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BARRE Granite Monuments are designed and sculptured by artists in the world's finest granite—to endure. And select Barre Granite Monuments stand in tribute to the things that endure—the faith, love and memories of those who have passed on.

Whatever your monument problem—you will find guidance and inspiration in the book, "Monument Ideas"—published by the Barre Guild as a service to you. And you can rely on sound and sympathetic counsel from the dealer who displays the Barre Guild Seal and Certificate. These are your guarantees of enduring quality—guarantees backed by the Barre Granite Association in Barre, Vermont, "The Granite Center of the World".

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Please send my free copy of
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hand-picked selection of inspiring monument designs
for every occasion and purse.

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... life in your Vermont Summer home

Real living, this ... a country place of your own ... nestling among the hills or by the lakes of the scenic Green Mountains! If you've sampled the 'Vermont way of life' through a vacation sojourn, you are probably already yearning for more of the country fun and graceful living that Vermont provides ... through a blending of the right scenes and the right people.

FREE BOOKS—For vacation guidance, ask for free booklet, "Unspoiled Vermont." For home-ownership opportunities, ask for "Farm and Summer Home Book."

VERMONT DEVELOPMENT COMM. 450 State House, Montpelier, Vt.







One of the Great Musical Instruments of all time

From the very first notes you'll listen to this magnificent radio-phonograph in amazement. You'll hear new beauty in every well loved record. You'll marvel that tone can be so rich and sweet, so real. Every delicate shading recreated in breath-taking loveliness.

Here is the triumph of that sensational new development—the G-E Electronic Reproducer. (It virtually does away with the annoyance of surface noise and needle scratch.) With electronic

magic it unerringly responds to every musical impulse, revealing hidden beauty never before reproduced by any radio-phonograph.

Your favorite radio programs, too, are recreated

by this magnificent instrument with all the glowing realism of General Electric's exclusive natural color tone. Through the sorcery of General Electric FM you hear them in studio freshness—unclouded by static—undimmed by fading—each voice and instrument as vivid as a newly minted rainbow.

For this superb FM radio-phonograph, master craftsmen have created distinctive period cabinets of unusual charm. Whether you prefer classic

G-E Electronic Reproducer— Virtually Ends Surface Noise and Needle Scratch beauty or modern grace you'll find a Musaphonic that will enhance the most gracious room.

GENERAL ELECTRIC



Which is the South? Both are!

Perhaps you picture the South as a land of magnolias and romance...mellow tradition and courteous people...charming plantation homes and quaint streets...or as a scenic wonderland.

If so, that picture is a delightful reality today just as it was yesterday. And it has an irresistible fascination for vacationists.

It's the other picture that gives you a jolt of surprise. For the busy factory scene symbolizes the dynamic industrial giant that has leaped into life throughout the territory served by the Southern Railway System.

The Southland has an irresistible attraction for industry, too, because of a unique

combination of vital advantages found nowhere else...temperate climate, which permits economies in construction, operation and maintenance...low-cost power and fuel...plentiful raw materials and water supply...ample reserves of skilled and unskilled workers...populous and prosperous consumer markets...and the reliable, economical transportation service of the Southern Railway System.

"Look Ahead — Look South"... for an ideal vacationland... and for a land offering new and greater opportunities for your factory and business.

Ernest E. rovid



SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



Fashioned for Pleasure - Surpassing in Charm

Instantly, as the first musical notes sound from a Meissner, you will listen in awed wonder to this inspiring instrument. Quickly you will sense that nothing is missing. Lilting trebles and throbbing basses, whispering overtones and sweeping crescendos, simple and difficult passages encompassing the entire tonal range . . . all are reproduced in the glory of the original performance. And with the Meissner Automatic Record Changer you can hear a complete musical program without touching a record.

Yet Meissner is more than a musical miracle. Each luxurious cabinet is surpassing in dignity and charm...a constant source of pride to every owner. True to the traditional craftsmanship of Sheraton and Chippendale,

the English Regency and 18th Century Periods or the outstanding contemporary designs . . . these cabinets are a perfect stage for the glorious entertainment Meissner provides.

Illustrated above is the Meissner Sheraton. Its simplicity of contour is relieved by beautifully figured mahogany veneer and the oval panels of selected mahogany crotch in the lower doors. Only by hand rubbing can its luminous depth of finish be achieved.

All the finest in radio features . . . Improved Standard Broadcast FM (Frequency Modulation), sensationally free from static, station interference and fading . . . Super Shortwave and many other new electronic im-

provements make Meissner the outstanding buy in deluxe entertainment.

For the name of your nearest Dealer, write today to Meissner, 936 North Michigan Avenue, Chicago 11, Illinois.



MEISSNER MANUFACTURING DIVISION OF MAGUIRE INDUSTRIES, INCORPORATED



"Look, Daddy, trees with whiskers"

No wonder the youngster is excited, for his exploring eyes have just discovered that curiosity of nature...trees bearded with Spanish moss.

Now he can hardly wait to thrill the kids next door with stories of what he has seen along the 8,000-mile Southern Railway that "Serves the South"—King Cotton reigning over large domains...fields green with growing tobacco...famous resorts and friendly people...landmarks of history—and a Southland vastly different from the one he read about in his school book.

Mild climate...agricultural might...a wealth of raw materials...and the dependable, efficient mass transportation of the Southern Railway System. Yes, they're still here.

But there's more, too—cheap power and fuel...skilled workers...a huge, expanding consumer market...and inspiring industrial growth. Vacant fields are sprouting busy factories galore, as forward-looking managements "Look Ahead—Look South."

Thus, when business or pleasure brings you to the Southland, you'll find a fascinating land of greater opportunity... and you'll be as excited as the lad who sees, for the first time, a tree with "whiskers."

Ernest E. romis



SOUTHERN RAILWAY SYSTEM



RCA Laboratories provides another great achievement in television—the "mirror-backed" Kinescope, or picture tube.

New "searchlight brilliance" for home television!

Now, large screen television pictures are twice as bright—yes, twice as bright as ever before!

This new sharpness and brilliance is achieved through the new RCA "mirror-backed" Kinescope, or picture tube, perfected at RCA Laboratories.

It has a metallic film—eightmillionths of an inch thick. This metallic film acts as a reflector, allowing electrons to pass through to the screen but preventing light rays from becoming lost through the back of the tube. Just as the reflector of a searchlight concentrates its beam—so does this metallic film reflector double the brilliance and clarity of detail in home television receivers.

Similar progress-making research at RCA Laboratories is being applied constantly to all RCA Victor products—assuring you that anything you buy bearing the RCA monogram is one of the finest instruments of its kind science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Show, Sundays, 4:30 P.M., Eastern Time, over the NBC Network.



RCA Victor home television receivers will be available in two types. One model will have a direct-viewing screen about 6 by 8 inches. The other type will be similar to the set shown above—with a screen about 15 by 20 inches. Both instruments are being readied for the public with all possible speed and should be available this year.



RADIO CORPORATION of AMERICA

And Now I'm Glad too

GRATEFULLY remembered, are all the sound decisions taken in the days before separation! And fortunate are the men and women who—together—look ahead and plan a fitting family monument. For this is one matter too important to leave for only one of you, or someone else, to settle later.

For in Rock of Ages you have not only material of surpassing beauty and distinction — you are assured of a monument that, literally, will *last* forever. Every Rock of Ages Monument is guaranteed

in perpetuity by a Rock of Ages Bonded Guarantee.

Investigate Rock of Ages—now!



"HOW TO CHOOSE A FAMILY MONUMENT," a large illustrated book, is available without charge or obligation. Simply write to Rock of Ages Corporation, Barre, Vermont. Or ask for a copy from the Rock of Ages Dealer in your community.

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Here are great pictures of the war! Shot by combat cameramen on all our battle fronts! With this thrilling photo-record of the war is a story of photography's role in our victory! Send 10ψ , to cover handling, to Room 33, GRAFLEX, Inc., Rochester 8, New York, or ask your local GRAFLEX Dealer for a FREE copy.

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With the ROOVERS Steel-With the ROUVERS Steen-Die Embosser your name and address, monogram or initial is quickly impressed in distinguished raised let-ters on your favorite note paper and envelopes. Far



paper and envelopes. Far more beautiful than printing and costs much less. Will not cut paper. Personal embosser, lifetime guarantee.

\$2.50 UP NOTARY, CORPORATE AND LODGE SEALS, \$3.25 UP

One-line Embosser, \$2.25. Two lines, \$2.65; three lines, \$3.25. FREE style sheet shows wide range of lettering, initial and seal designs for hand and deak models. ORDERS SHIPPED DAY RECEIVED. Sold also by many stationers and department stores.

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Use the KLIPETTE New Invention

You can cause serious infection as a result of pulling hair from nose. Use of scissors is also dangerous and impractical. No better way to remove hair from nose and ears than with KLIPETTE. Smooth, gentle, safe, efficient. Rounded gentle, safe, efficient. Rounaea points can't cut or prick skin.

So Simple! Just turn the end. Surplus hair comes out easily, gently

\$1 Made from fine Surgical Steel, Chromium plated-also in 24 Kt. Gold Plate in smart leather case at \$3.50 (plus 70c Fed. Tax)

Guaranteed to Satisfy or Money Back

HOLLIS CO. • 11 Commerce St., Newark 2, N. J. • Dept. 108A • Enclosed is \$...for..., KLIPETTE(S) at \$1,..... In gold plate at \$3.50, (plus 70c Federal Tax). If I am not entirely satisfied, I may return the above and my money will be refunded



Radio relay towers, about 50 miles apart, will gradually replace thousands of miles of telegraph poles and wires.

Now, telegrams "leapfrog" storms through RCA Radio Relay

With the radio relay system, developed by RCA, Western Union will be able to send telegraph messages without poles and wires between principal cities.

"Wires down due to storm" will no longer disrupt communications. For this new system can transmit telegrams and radiophotos by invisible electric microwaves. These beams span distances up to fifty miles between towers and are completely unaffected by even the angriest storms. Moreover, the radio relay system is less costly to build and maintain.

This revolutionary stride in com-

munications was made possible by research in RCA Laboratories the same "make it better" research that goes into all RCA products.

And when you buy an RCA Victor radio or television set or Victrola* radio-phonograph, or even a radio tube replacement, you enjoy a unique pride of ownership. For you know, if it's an RCA it is one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20, N.Y....Listen to The RCA Victor Show, Sundays, 4:30 P.M., Eastern Time, over NBC Network.



Research in microwaves and electron tubes at RCA Laboratories led to the development by the RCA Victor Division of this automatic radio relay system. Here you see a close-up view of a microwave reflector. This system also holds great promise of linking television stations into networks.



RADIO CORPORATION of AMERICA

*Victroia, T. M. Reg. U. S. Pat. Off.

Strange Music

Your Baby's first cry—what a strange and wonderful sound!

To the doctor, it is the welcome signal that the child has caught onto life with a strong and lusty grip. But to you it is a lovely music—prelude to a whole future full of exciting possibilities and hopes.

Modern fathers, gazing at that new little face, think very practical thoughts about assuring that son or daughter a good and happy place in life. A surprisingly large percentage of them think in terms of Prudential life insurance. They take out an additional Prudential policy to protect the baby's future . . . and they review their current life insurance program to be sure it is planned in the wisest possible way to protect baby and

mother and the rest of the family throughout the unknown years ahead.

Your Prudential agent will be glad to go over your life insurance requirements with you and to help you fit your policies to your needs, so that you get the very best possible protection for your family. Call him today and arrange a time for this really important meeting.

You will enjoy the Prudential Family Hour—Every Sunday afternoon, CBS. And the Jack Berch Show— Every afternoon, Mondays through Fridays, ABC.



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE: NEWARK, NEW JERSEY



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



One of the better things in life

Music is a never-ending source of pleasure and inspiration. And reproduction of musical masterpieces through the Magnavox radio-phonograph is one of the better things in life your family can enjoy. Only in Magnavox do you find the trueness of tone that can do justice to the world's great music. Magnavox is truly a lasting investment in gracious living.



Designed to hold its place over the years

Combining the wonders of radio science, F. M. and automatic record changing with the best in furniture craftsmanship, Magnavox is built to grace your home over the years. Look for Magnavox in America's fine stores. A wide choice of period and contemporary models start at \$200. (Belvedere model shown is about \$375.) See Magnavox—hear it. Compare it with all other radio-phonographs. Once you hear Magnavox you won't be satisfied until you own one. The Magnavox Co., Fort Wayne 4, Indiana.



Magnavox • The Symbol of Quality in Radio - Since 1915

the Headless Horseman -



with argoftex*

You know your picture will be satisfactory when you use Argoflex—the twinlens camera. Look at these two pictures! One cuts off part of the subject...and the other catches it *all*. In one the subject is

Actual size view

clearly silhouetted...in the other, the horse's head is lost in foliage. One catches the action at the right instant...and the other's a fraction of a second too late. With Argoflex these differences are shown before you take the picture.

The Argoflex method shows you the picture full size. You follow the action in the camera. For better pictures, better use Argoflex—the twin-lens camera.

ARGOFLEX MEANS— Better Composition because you see the pic

Better Composition because you see the picture before you take it. The picture you see . . . is the picture you get.

Exact Focus: Turning one simple control until the image is sharp, automatically gives the right focus. Then snap the picture!

Actual Size: View-finder shows the picture in actual size (2½ x 2½).

Other Argoflex Features: Film size: 120 or 620. That means not just 8 exposures, but 12. Shutter speeds up to 1-200th. Lens f 4.5. Focussing range: $3\frac{1}{2}$ feet to infinity. \$54.80, including case and excise tax. *Reg. U. S. Pat. Off.

Synchronized matched lenses—one focuses the other "takes" the picture

ANN ARBOR, MICH. A MERICA'S FIRST TWIN-LENS CAMERA



Yours... A New World of Sound. Rich & Melodious

When first you hear the glorious tone of the new and matchless Meissner when your aesthetic instinct thrills to the impeccable flawlessness of a Meissner record reproduction...you will be urged by an overwhelming desire to own one of these superb instruments; to have always at your command a new world of sound.

Meissner superiority will continue in distinctive cabinets of rare beauty, true dignity and compelling charmranging from the true concepts of Period master cabinet makers to handsome and functional designs Moderne. In the Meissner Century illustrated above, simplicity and design dignity

prima-vera, augmented by the charming contrast of lucite pulls on ivory leather panels.

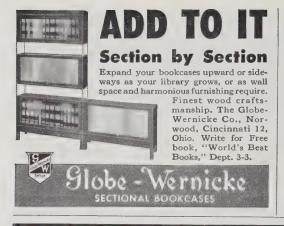
Soon the new Meissners will be available. Then you can truly enjoy the companionship of desired music faithfully reproduced - soothing, stimulating, inspiring. Soon with the Meissner Automatic Record Changer you can listen to a complete musical performance without touching a record. And Meissner will have the finest in radio features: improved Standard Broadcast . . . FM (Frequency Modulation) sensationally free

is achieved by mellow amber colored from static, station interference and face veneer of vertically running fading . . . Super Shortwave and many other new electronic developments.

> For the name of the Meissner Dealer nearest you, write today to Meissner, 936 North Michigan Avenue, Chicago 11, Illinois.



MEISSNER MANUFACTURING DIVISION OF MAGUIRE INDUSTRIES, INC.



Home LIFT

THE AUTOMATIC ELECTRIC RESIDENCE ELEVATOR

Operates from Light Circuit
Safe—dependable. Moderate
price—inexpensive to operate.
Easily installed in new or old
homes. Extensively used throughout the nation.

The Home-LIFT is designed by experts who have been building commercial passenger elevators for years. Send for descriptive literature.



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Occupation	(This information is important for the records)
Address	
	for membership in The Society.
3-46	Name and Address of Nominating Member



Gown is a Henri Bendel original.

The Musaphonic shown above is the Berkeley Square,

Breath-taking Adventure, with recorded music on an electronic wave

For the space of a heartbeat you doubt your ears! The sheer beauty of a violin's pulsing note, deeply satisfying richness of the wood-winds, the delicate shadings of a great soprano's voice—you've never really heard their glorious natural color on records until you've listened to Musaphonic.

Here, dazzlingly reproduced on an electronic wave, is natural color tone in reality—liberated for the first time by the magic of the exclusive G-E Electronic Reproducer.

And on Musaphonic's FM radio you'll thrill to the natural color fidelity of every voice and instrument—share in the triumph of electronics over static, fading and station interference. Standard broadcasts, too, and globe girdling short wave programs. The Musaphonic, in a choice of magnificent period cabinets, is now available at leading dealers.



RADIO-PHONOGRAPHS



Richly styled in the Sheraton manner, this genuine mahogany Musaphonic cabinet, the Stockton, has full length figured doors patterned with satinwood marquetry. Play records or radio without disturbing your flowers or decorations on the one-piece top.



Distinctively American, the Standish in knotty pine breathes a quiet dignity that harmonizes with both modern and traditional furnishings. Like all Musaphonics, it has a roll-out phonograph drawer and has storage space for at least 120 records.



This handsomely illustrated booklet is yours for the asking. It shows the many beautiful Musaphonic period cabinets from which to choose. For your free copy just write to Musaphonic 110, General Electric Company, Bridgeport, Connecticut.

ACTION of the body muscles keeps the body fit the EXERCYCLE* way



Many doctors have written to us that EXERCYCLE is far and away the healthiest, easiest method they've found to take off weight. No weakening diets, no dangerous drugs. This revolutionary exerciser is electrically operated. Just get on and RELAX. The motor does the work and you get the exercise. It's easy on the heart. Combines motions of horseback riding, bicycling, rowing, swimming. A few minutes a day is all you need. Send for interesting booklet, "Health in Action."

excellent for helping correct intestinal discomforts caused by sedentary work

* Reg. U. S. Pat. Off.

EXERCYCLE CORPORATION 597 Fifth Ave., New York 17, N. Y. Please send me your illustrated brochure (free)	597 Fifth Ave., New York 17, N. Y. Please send me your illustrated brochure (free) Name	597 Fifth Ave., New York 17, N. Y. Please send me your illustrated brochure (free)		MAIL COUPO	DN	
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Be certain of crisp, brilliant, perfectly exposed pictures... every time you use your camera. Do as leading professionals do...let the WESTON give you correct camera settings. You'll like the new Master II...it's so compact and easy to use, and its WESTON exposure control dial, and photocell, insure perfect pictures in black and white or full color. See it at your dealers, or write for literature...Weston Electrical Instrument Corp., 584 Frelinghuysen Avenue, Newark 5, N. J.







Music for your every mood

New horizons in musical enjoyment are yours when you listen to Magnavox. In this superb radio-phonograph, the world's great music lives again with the same trueness and tonal clarity of a concert hall performance. Whether it's quiet relaxation or lighthearted entertainment you desire, Magnavox faithfully reflects your every mood.



Photography: Paul Hesse

Miss Rosalind Russell enjoys a Magnavox concert in her Beverly Hills home

Superb performance...truly fine furniture

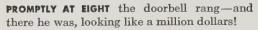
Combining the wonders of radio science, F. M. and automatic record changing with the best in furniture craftsmanship, Magnavox is designed to grace the finest homes. You'll find a wide choice of models in America's leading stores. Prices from \$225. See, hear and compare Magnavox with other radio-phonographs. Once you hear it, you won't be satisfied until you own one. Look for the name of your nearest Magnavox dealer in your classified telephone directory. The Magnavox Company, Fort Wayne 4, Indiana.



Magnavox • The Symbol of Quality in Radio — since 1915

My childhood sweetheart came to call

... and gave me the surprise of my life



"My," I sighed, "what a handsome escort!"

"You're looking pretty smart yourself," he said. "Mind if I tell you that I've been in love with you for years?" Then he handed me a package. I opened it—next thing I knew, my arms were around him.

"What a wonderful anniversary present!" I cried. "How did you know I've always wanted one?"

"A man learns a lot about his wife," he answered, "after five years of marriage. Now

hurry up, or we'll be late for the first act!"

"Not so fast, darling," I replied. "Give me time to put on my beautiful Hamilton Watch!"

FOR THAT SPECIAL PERSON, give a Hamilton. The care and skill with which this fine American watch is made assure you the greatest watch value and finest timekeeping accuracy.

HAMILTON CAN PREDICT the accuracy of a watch before it's put together—thanks to the amazing "electronics vibrator," invented by Hamilton engineers. Through such constant research, Hamilton maintains its leadership.





Walter Dorwin Teague

Noted industrial designer, who styled the control panel of the new Scott radio-phonograph.

Excusable pride, surely, for the owner of a Scott radio-phonograph to want to show it off! So we've made it easy as pie to do that. The whole control panel and receiver assembly slides forward at a finger touch—ready for inspection. The Scott's "elegant engineering" does the rest. The best thing is just to turn it on and listen. You can do that at your Scott dealer's. For his name and address just write us... Scott Radio Laboratories, Inc., 4448 Ravenswood Ave., Chicago 40, Illinois.







She used to crave several blankets . . . he always wanted one. But with G-E exclusive Two-control Blanket, she sets *her* control for the warmth she wants. He sets *his* control for the warmth he wants. Both can sleep happily under *one* G-E Automatic Blanket.

How wonderful...this new

AUTOMATIC SLEEPING COMFORT!

G-E Automatic Blanket (with exclusive Doublecontrol) keeps husband and wife lightly warm all night! Adjusts to changing weather automatically.

TEN YEARS BACK, General Electric originated the Automatically Controlled Blanket.

This year, G. E. is making war-improved Automatic Blankets. Warmer! Softer! Lighter weight than ever! Much simpler mechanically.

And, for couples requiring different degrees of sleep-inducing warmth, G. E. introduces exclusive *Two-control Blankets*... (in addition to Single-control Blanket).

One G-E Blanket can be warm as three. Fits any bed. Plugs into any electric outlet. Set G-E Bedside Control for temperature you want all night. Adjusts automatically to weather changes.

G-E Blankets average only 2 cents a night operating cost. Now at better stores in limited quantities. General Electric Company, Bridgeport 2, Conn.

Approved by Underwriters' Laboratories, Inc.







Set Exclusive G-E Bedside Control (Single or Double) for the warmth you want *once* each season. Control will adjust automatically to keep bed (and you) "just right" all night, every night!



Prewarms bed! Turn on G-E Blanket a few minutes before bedtime. Climb into bed and relax in sunny warmth! Sleep soundly, wake up wonderfully refreshed.



Saving-priced! ONE G-E Blanket takes the place of THREE regular blankets. Saves storage space, saves time and trouble making beds and cuts laundry bills (washing instructions with Blanket). A.C. only. Dreamy pastels, luxurious binding. Beauty and economy combined!



Magnavox...for never-ending inspiration

Still in costume for her latest Warner Brothers picture, "Life With Father," Irene Dunne finds a quiet corner in which to relax and enjoy her Magnavox. You, too, will find that music is a never-ending source of inspiration and pleasure when you listen to Magnavox. In this superb radio-phonograph, the world's great music lives again with the same trueness and tonal clarity of a concert hall performance. Listening becomes a new and wonderful experience.



Photography: Paul Hesse

Irene Dunne enjoys her Magnavox with Playwrights Howard Lindsay and Russel Crouse

Superb performance...truly fine furniture

Combining the wonders of radio science, F. M. and automatic record changing with the best in furniture craftsmanship, Magnavox is designed to grace the finest homes. You'll find a wide choice of models, ranging in price from \$225, in America's leading stores. See, hear and compare Magnavox with other radio-phonographs. Once you hear it you won't be satisfied until you own one. Look for the name of your Magnavox dealer in the classified telephone directory. The Magnavox Company, Fort Wayne 4, Indiana.



Magnavox . The Symbol of Quality in Radio - since 1915



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Mail this Invitation Form now. printing, binding costs are rising. This low price—and your FREE copy of PLATO—cannot be assured unless your respond promptly. THE CLASSICS CLUB, One Park Avenue, New York 16,

vance, no membership fees. cancel membership any time.

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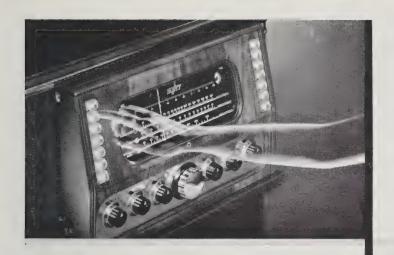
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It's a good deal like touching another world—from another room! Remote control for the Scott radio-phonograph. Touch it (from any room in the house) and it's exactly as if your own finger were touching a selected station button on the panel of the Scott itself. And we've heard proud Scott owners telling their friends that Scott reception and music reproduction are "simply out of this world!" ... Scott cabinets are exceptional too ... For the name of your dealer write to Scott Radio Laboratories, Inc., 4448 Ravenswood Avenue, Chicago 40, Illinois.







The Musaphonic shown above is the Westchester

Hostess Gown by Emma Maloof

Sheer Enchantment... now the magic of natural color tone can be yours in this superb FM-AM radio-phonograph

Now you can enjoy the finest record reproduction—the most glorious radio reception—you've ever known. These are yours in Musaphonic—one of the great musical instruments of all time.

Familiar records never seemed so perfect before. You'll listen, enthralled, as the amazing G-E Electronic Reproducer reveals new and unsuspected beauty. You'll delight in the miracle of natural color tone whether you play

recordings, or tune in standard radio or FM. In General Electric FM you'll find, at last, flawless reception virtually free from the annoyances of static, fading and station interference.

The Musaphonic Westchester combines the rare loveliness of genuine American white ash with the unique charm of the best contemporary design. Your dealer will be glad to show you other Musaphonics—whose magnificent period cabinets reflect the classic inspiration of Sheraton, Adam, and Chippendale. All are instruments worthy of the world's greatest music.



Why some wives envy their husbands





"My Husband always seemed happy to go off on business trips, so this time I went along to learn what the attraction was. The moment we entered our Pullman car I began to understand.

"Here we were in our own private Pullman room, with wash basin, toilet facilities, closet, clean towels and deep, comfortable seats--all for ourselves! No wonder he likes to travel this way, I thought. Who wouldn't?

"And that lovely lounge car they reserve for Pullman passengers! What luxury-what nice peoplewhat wonderful service . . . even to the latest magazines at your elbow. I already envied him his many trips.

"That night, when I slipped between the crisp, clean sheets of that full-size Pullman bed and nestled into those big, soft pillows-I couldn't have stayed awake if I'd tried!

"Next morning I thought, traveling like this is fit for a king and queen. And the next time the 'king' takes a Pullman trip, the 'queen' will trot right along with him-if I can wangle it!"

NEW CAR NEWS! Modern, all-room Pullman cars with many new conveniences are now in service on some railroads, now being built for others. And they give you even greater comfort and convenience as Pullman gets you where you're going safely -on dependable railroad schedules.

Go Pulman THE SAFEST, MOST COMFORTABLE





Humidity-Proof ... for protection against radio's greatest enemy!

Now Zenith's Special "Tropic Treatment"

GUARANTEES Perfect Performance

Even Under the Worst of Humid Conditions!

Every sportsman knows how humidity rots and rusts equipment. Humidity is radio's greatest enemy, too. But when you take this new Zenith humidity-proof portable on your trips, you enjoy perfect performance where other radios fail.

In swamp, ravine, boat, tropical climate—any-

where, this Zenith Trans-Oceanic pulls in standard broadcast coast to coast, plus world-wide short wave on 5 international bands-just press a button and tune 'em in! Plays in trains, planes, boats, cars, steel buildings, remote areas. Made possible by Zenith's exclusive Wavemagnets (U.S. Patents 2164251 . . . 2200674). Styled like finest luggage. Works on battery pack (up to a year's normal use) and on AC or DC current. No wonder it's top choice of America's sportsmen. See and hear it at your radio dealer's today! **\$114.40*** Model 8G005Y



TRANS-OCEANIC PORTABLE

Copr. 1947, Zenith Radio Corporation



Action-Traction

Now More than Ever, The General Squeegee Is America's Top-Quality Tire

- Safer Stops with Action-Traction!
 - Extra Mileage Blowout Protection!
 - Quieter Running Easier Steering!
 - Low Pressure Comfort Smart Style!

THE LEAST OF THE DIFFERENCE IS THE DIFFERENCE IN PRICE



% GENERAL SQUEEGEE TIRE

Goes a long way to make friends



RCA Miniature Tubes enhance the tonal brilliance of RCA Victor Globe Trotter portable radios,

She shall have music wherever she goes!

Wherever you go with an RCA Victor Globe Trotter portable radio you'll enjoy unusual richness and clarity of tone—volume enough for outdoor dancing—made possible through tiny tubes.

Miniature tubes save valuable space in small radios—space that can be used for larger and better loudspeakers and for longer lasting, radio-engineered RCA batteries.

These miniature tubes were developed by RCA Laboratories—a world center of radio and electronic research—and long a leader in development of electron tubes.

At RCA Laboratories, the same research, and advancement that resulted in these improved tubes, keep all RCA products and services at the top in their particular fields.

When you buy a product bearing the name RCA or RCA Victor—a radio set, television receiver, Victrola radio-phonograph, a radio tube or phonograph record—you get one of the finest products of its kind science has yet achieved.

"Victrola" T. M. Reg. U. S. Pat. Off.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P. M., Eastern Daylight Saving Time, over NBC.



Ideal traveling companions. (1) RCA Victor "Globe Trotter"—operates on AC, DC, or batteries. (2) RCA Victor "Escort"—has a battery you can recharge from any AC electric outlet. (3) RCA Victor "Solitaire"—less than 6¼ in, tall!



RADIO CORPORATION of AMERICA

New York's "S.R.O." sign is coming down

Giant, bustling New York City was in a jam—a subway jam...

With its 7,800,000 population growing by leaps and bounds—with vital transportation facilities saturated—with many subway cars needing replacement, New York needed action.

"Never mind post-war dream equipment," said New York's Board of Transportation. "We need good, proven cars with the latest improvements—lots of them—fast!"

And for that job, the Board of Transportation turned—logically—to the American Car and Foundry Company. For ever since tiny steam engines hauled Old Manhattan's first elevated trains, A.C.F. has been continuously supplying New York's vast transportation network—overhead, surface or

underground - with dependable equipment.

500 new cars were ordered. 500 cars of advanced engineering . . . smoother . . . faster . . . quieter . . . with fluorescent lighting and improved ventilation. Bright, cheerful cars that are forerunners of a new era in underground transportation.

They'll be joining the thousands of other A.C.F. cars New York already operates . . . giving a comfortable daily ride to another half-million citizens.

Yes, the "S.R.O." sign is coming down in New York. And A.C.F. is proud to be helping her set the pace for the nation's other great cities.





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SEASHORE or mountains, North Carolina offers more to see, more to do - MORE FUN . . . LESS COST. Here is America's most unusual and enjoyable coast . . . 300 miles of surf bathing and sun fun. Calm sounds for safe boating and fishing. Deep-sea fishing that is 'out of this world'. A land drenched in the history of America's earliest beginnings.

Some 300 miles to the west are the Great Smoky Mountains-the famous Blue Ridge Parkway, which winds over mountain peaks that soar to 6000 feet. Here are the great TVA lakes with excellent fishing and boating. Golf, ride, hike, picnic while you revel in eastern America's most magnificent and picturesque scenery.

IT'S EASY TO TRAVEL NORTH CAROLINA. A colorful map tells you where to go, what to see, how far it is, and what you will find when you get there. Sent free.

Most places offer discounts after Labor Day. Mail coupon today.

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Yes, Miami Beach is "Yearround" now—with seacool breezes and negligible pollen adding summer comfort to world-famous living and fun facilities.



Summer and fall bring the year's lowest rates, just when costs are highest at most resorts... millionaires' vacations on "common cents" budgets.





Highlights include famous hotels, restaurants, shops, beaches, golf courses—game fishing, boating, gay diversion after dark, sightseeing, baseball, tennis, park sports, many others—all waiting for you now!

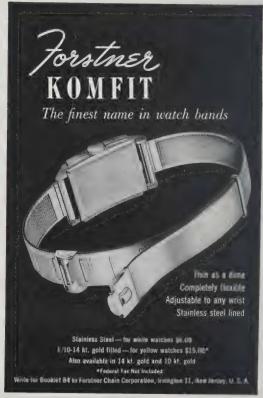
Write Department "E", Miami Beach Chamber of Commerce, for new color folder with details.



THIS IS AN OFFICIAL MESSAGE FROM THE CITY OF MIAMI BEACH.



Copr. 1947 Movado Watch Agency, Inc., 610 Fifth Ave., N. Y. 36 Toronto St., Toronto, Can.





Commercial shipping on the high seas and inland waterways is now freed by radar from delays caused by bad weather.

RCA Radar - enables ships to see through

fog darkness storms

With shipboard radar, developed and produced by engineers of the Radiomarine Corporation of America—a service of RCA—a pilot watches a viewing screen (similar to a television screen) that shows a large, clear, maplike picture of the area under observation.

With this radar picture he can safely pass through heavy fogs that would ordinarily force the most experienced pilots to anchor, sometimes for days at a time.

The same research at RCA Laboratories that contributed to the achievement of radar—is con-

stantly applied to all RCA products to keep them at the top in their fields. So when you buy an RCA Victor radio, television receiver, Victrola radio-phonograph, phonograph record or radio tube, you know you are getting one of the finest products of its kind science has achieved.

A cordial invitation is extended to you to visit the new RCA Exhibition Hall, 36 W. 49 St., Radio City, N.Y., open daily and Sunday—free admission.

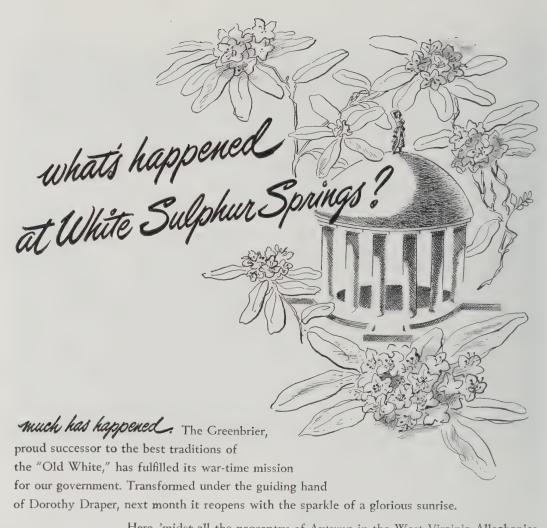
Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC,



A twelve-inch viewing screen reveals objects as close as 80 yards —or as far away as 50 miles! For further details, write to Radiomarine Corporation of America, 75 Varick Street, New York, N. Y.



RADIO CORPORATION of AMERICA



Here, 'midst all the pageantry of Autumn in the West Virginia Alleghanies, you'll find true enrichment of old charms and service, matchless Draperesque decoration, wide facilities for rest and play. Our new fully illustrated brochure is yours upon request.

What's Happened At White Sulphur? You'll agree . . . The Greenbrier has again become the nation's most desirable holiday address anytime . . . the year 'round.

AT WHITE SULPHUR SPRINGS, WEST VIRGINIA



IN RECORDS...

THE SENSATIONAL COBRA TONE ARM



"The Cobra brings out beautiful tones we've never heard in records before," say excited thousands from coast to coast! That's because it's revolutionary reproduces records on a

Radionic Wave. No crystals, no magnets, no needles to change! Magically erases all annoying scratch and vibration. Keeps records like new hundreds of plays longer, too. And Zenith's Silent-Speed Changer gently, quietly changes 10 and 12 inch records intermixed . . . so fast you enjoy a practically continuous flow of music. No other radio—at any price—gives you this sensational new way to play records!

Shown above, radio-phonograph console in rich mahogany finish. Cobra Tone Arm; New Intermixer type Record Changer—handles 10 and 12 in. records together; Standard Broadcast; Genuine Zenith-Armstrong FM. Model 9H088R \$329.50*

Your choice of 43 Zenith radios, radio-phonographs and portables from \$26.95 to \$430. * West Coast prices slightly higher.

Q. IN RADIO...

GENUINE ZENITH-ARMSTRONG STATIC FREE FM



It's the genuine FM, invented by Armstrong, perfected by Zenith with FM aerial built-in! Gives glorious new static-free fidelity and other advantages impossible with imitation

FM radios. Receives on both FM bands—your protection against any future change in FM wave lengths. Plus Zenith's famous Radiorgan... tone perfection for your favorite regular radio programs, and—in many models—world-wide short wave, too. Compare—and you'll see that Zenith gives more quality per dollar in every way! Get a thrilling demonstration at your radio dealer's show room today.



30 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS





- Promptly refunded if lost.
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In your home or wherever you roam, there's no thrill in radio like this New Zenith Trans-Oceanic Portable! Take it anywhere—it plays in remotest areas, below-zero cold, jungle heat. And it's "tropic-treated" against humidity, radio's greatest enemy. GUARANTEED to give perfect performance even under the worst of humid conditions!

With its exclusive Zenith Wavemagnets (U.S. Patents 2164251...2200674) this Trans-Oceanic

Portable pulls in standard broadcast coast to coast, plus world-wide short wave on 5 international bands—just press a button and tune 'em in! Works on battery (up to a year's normal use) and on AC or DC current. Tops in performance, tone, smart luggage styling. No wonder a list of Zenith Trans-Oceanic owners reads like "Who's Who in the Sportsman's World!" Get a thrilling demonstration at your

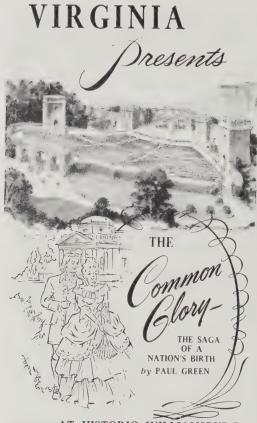
radio dealer's today. Model 8G005Y \$114.40*
*Battery Extra. West Coast Price slightly higher.



TRANS-OCEANIC PORTABLE

DISTANCE- RADIO Zenith Radio Corp., Chicago 39, Illinois

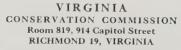
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AT HISTORIC WILLIAMSBURG

A great symphonic drama depicting colonial times from the nation's beginnings at near-by Jamestown . . . The Common Glory is being presented in a lake-side open air amphithese at lakeside, open-air amphitheater beside the Jamestown Road, just outside Restored Colonial Williamsburg, through early fall. An outstanding cast, a thrilling story . . . don't miss The Common Glory.

Autumntime is tops for your Virginia vacation. White sand beaches, scenic mountain views, fantastic natural wonders, famous historic shrines, sports of every kind...this fall, come to Virginia.



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If you've always wanted to own a truly fine radiophonograph, but felt they cost too much . . . this is the time to look . . . and listen again.

Westinghouse engineering has made possible the radio-phonograph you have always wanted to own. Visit your retailer today. Listen... and you'll be amazed at the true-to-life tone. Look... and you'll marvel at the craftsmanship of its fine cabinet. Examine it... and you'll be delighted with the new features that add to your listening enjoyment. Price it... and you'll find it hard to believe that you can buy this outstanding instrument for so little.

HOME RADIO DIVISION, SUNBURY, PA.



Listen ... and you'll buy a
Westinghouse Radio

Tune in Ted Malone Monday through Friday 11:45 A.M. E.S.T. American Broadcasting Co. Network

1947

The Westinghouse One Sixty-Six with Plenti-power—the Electronic Feather



ake to the broad, smooth highways that follow the far reaches of wind-ruffled waters in Pennsylvania.

Twenty-eight great rivers . . . hundreds of swirling streams and 300 lakes are a commentary of Pennsylvania's variety-spiced charm.

The rivers and lakes are mirrors for scenic grandeur. Along the shores recreation areas invite you to enjoy every water sport. Famous resorts are built around them. Fertile farmlands hem streams. And wherever you go you'll find historic sites of great importance.

Follow the contrast-crammed course of our mighty waterways. Thrill to the pulsating rhythm of industry and three great ports. Draw inspiration from the whole gamut of life along the Allegheny ... Delaware ... Monongahela ... Ohio ... Juniata ... or Susquehanna River. Know the adventure of a vacation filled with pleasure . . rich in happiness-crisp with the promise of Autumn

Pennsylvania will be glad to send you detailed literature. Write-now, please.

IF YOU DRIVE—DRIVE SAFELY

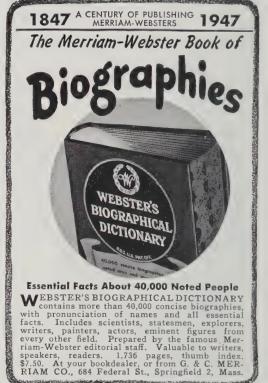
For literature and maps, write to the Department of Commerce, Harrisburg, Pa., Dept. N-7

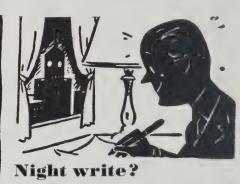


Pennsylvania Department of Commerce

James H. Duff, Governor Orus J. Matthews, Secretary of Commerce







The State of the Control of the Cont

Inkograph's a light writer any time ... less tiring when you write a lot—never cramps your hand. The point is a rounded, fine cylindrical shaft of extra-hard 14kt. gold that writes easily on any kind of paper, in anybody's hand-even left hands! Rules lines, makes carbon copies, takes hard wear, gives years of service . . . In five colors and black. At all good stores. Priced lightly ...

Inkograph Co., Inc., 200 Hudson St., New York City 13, N. Y.



Dress by Bergdorf Goodman

Soul-Stirring...

the natural color tone of this exquisite FM-AM radio-phonograph

Now the treasures of music's enchanted world are yours to command. The Musaphonic reproduces every vibrant harmony—every delicate shading—of the original performance in the glorious realism of natural color tone.

Like magic, the amazing new G-E Electronic Reproducer brings to life all the beauty on your records. You hear the music just as the artists recorded it for your enjoyment.

When you listen to FM (Frequency Modulation) radio with its natural color tone, you share in the triumph of electronics over radio's ancient foes: static, fading, and station interference. And Musaphonic

brings you both standard radio and short-wave broadcasts with new clarity and richness of tone.

Your dealer will gladly demonstrate the Musaphonic in its beautiful period cabinets designed by master craftsmen to give new distinction to the most gracious home. Seeing and hearing it, you'll agree that here, at last, is an instrument truly worthy of the world's greatest music.

Musaphonic Now Available! Those who waited for this great instrument are glad. They've been rewarded by the greatest record reproduction they ever heard. Fortunately the supply is increasing. By placing your order now with your Musaphonic dealer you may be able to secure delivery very soon. General Electric Company, Bridgeport, Conn.

GENERAL & ELECTRIC

RADIO-PHONOGRAPHS



Enthusiastic? You Bet!

THERE'S plenty to be enthusiastic about in the Southland served by the 8,000-mile Southern Railway System.

As an all-around vacationland it's hard to beat.

And it's "tops" as an exciting opportunity-land for industry and business. Here, industry is thriving on abundant natural resources, fast-expanding markets and all the other factors that favor continued growth and prosperity. Here, industry is facing the future with enthusiasm and confidence.

If you're looking for greater industrial opportunity, you'll find it difficult to curb your enthusiasm when you "Look Ahead—Look South."

Ernest E. Rorris



SOUTHERN RAILWAY SYSTEM

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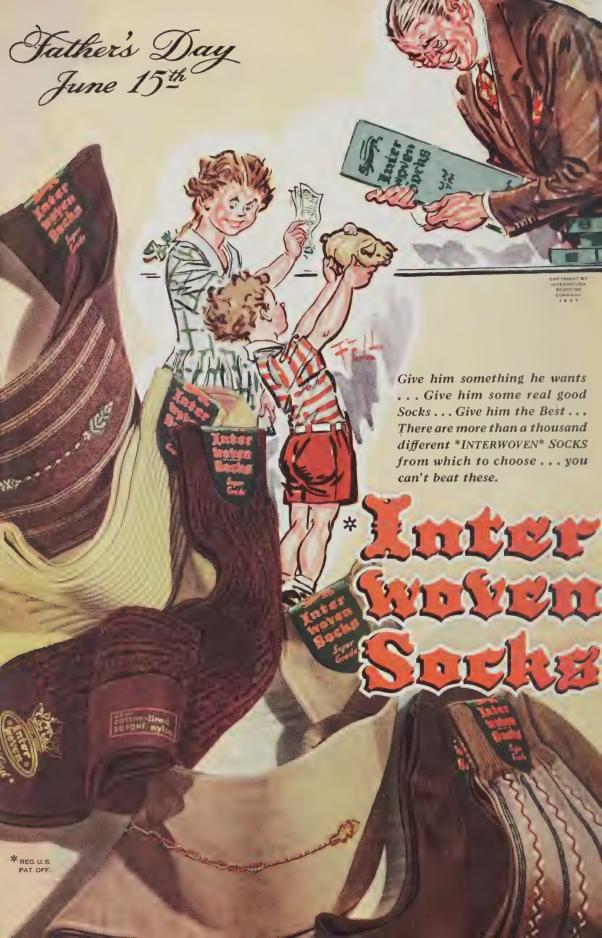


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performance and unsurpassed Magnavox tone quality with beautifully styled modern furniture, the Duette at \$187* sets a new standard of value. See and hear this splendid instrument.

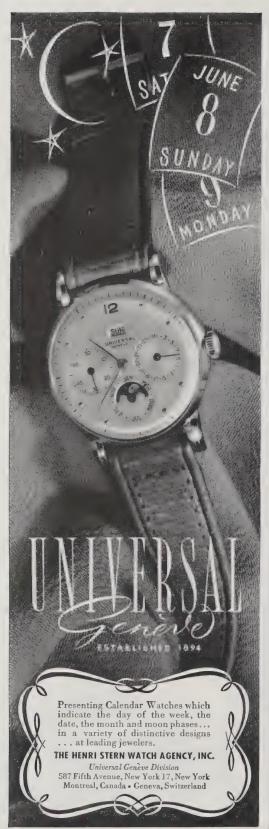
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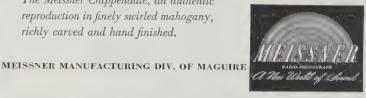


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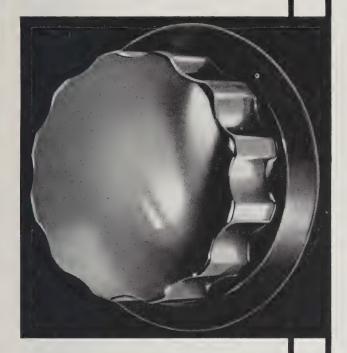
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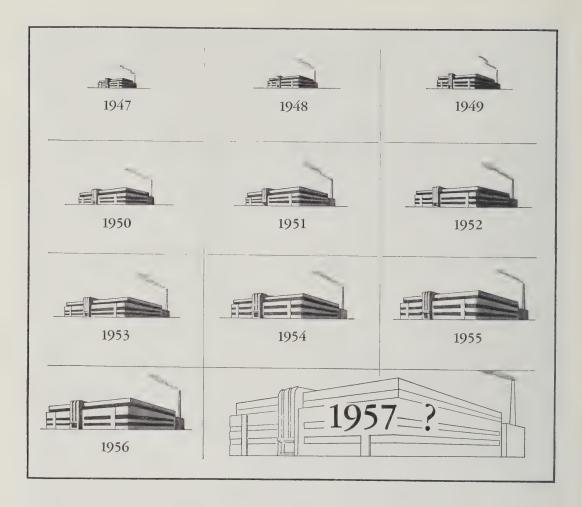
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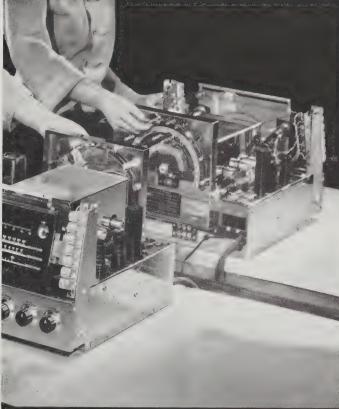


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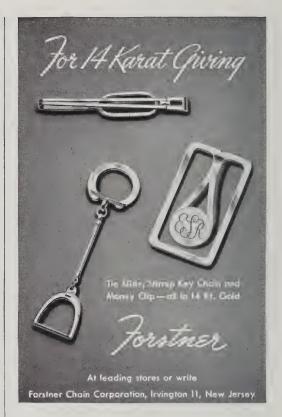
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old foes: static, and fading, and station interference. Here is unsurpassed reception of standard radio and globe girdling short wave broadcasts.

This Christmas there won't be nearly enough of these superb instruments—in their magnificent period cabinets—to meet the demands of America's music lovers. So it might be wise to ask your Musaphonic dealer for a demonstration at once.

GENERAL ELECTRIC

RADIO-PHONOGRAPHS



This Musaphonic breakfront cabinet, the Otley, a creation in genuine American walnut, has swirl grain panels and delicate beaded moldings in the Chippendale manner. Play records or radio without disturbing your flowers or vase on the one-piece top.



Distinctively American, the Standish in knotty pine breathes a quiet dignity that harmonizes with both modern and traditional furnishings. Like all Musaphonics, it has a smooth-action roll-out phonograph drawer and stores at least 120 records.



This handsomely illustrated booklet is yours for the asking. It shows the many beautiful Musaphonic period cabinets from which to choose. For your free copy just write to: Musaphonic 112, General Electric Company, Bridgeport, Connecticut.



Why leave the mountains behind?

No need for you to leave the thrilling beauty of the mountains behind at the end of the trip.

Not when Ansco film's "wide latitude" makes it so easy for you to get superb pictures like this.

Just look at the sparkling detail—all the way from the shadowed trees to the shining snow.

That "wide latitude" of Ansco film . . . its "margin of safety". . . tends to compensate for exposure errors. It makes picture-taking safer and surer.

Whenever you take a picture, make sure it will be the best possible picture—use Ansco film. Ansco, Binghamton, New York. A Divi-

sion of General Aniline & Film Corporation. General Sales Offices, 11 West 42nd Street, New York 18, New York.

ASK FOR



FILM & CAMERAS



Jay Thorpe Original gown by Czettel

Irresistible Beauty

Enchantment dwells in every note. Magically this superb electronic instrument recreates the glorious natural color tone of every voice and instrument. You hear their original beauty whether you play cherished recordings or tune in your favorite standard or FM broadcasts.

Through Musaphonic's dual speakers, the amazing G-E Electronic Reproducer brings you recorded music on an electronic wave. You hear the rich harmonies, the delicate shadings, the golden overtones just as the great masters wrote and great artists recorded them for you. At last in your own home, even as in the concert hall, you enjoy the full inspiration music was born to give.

With the Musaphonic, you'll revel in unsurpassed reception—both standard radio and short-wave

...the breath-taking natural color tone of this supreme radio-phonograph

broadcasts. You'll delight in the triumph of FM (genuine Armstrong FM) over radio's ancient foes—static, fading and station interference.

When you hear and see the Musaphonic you'll discover magnificent period cabinets whose masterful design and craftsmanship are truly worthy of one of the great musical instruments of all time. Yours for the asking—this handsomely illus-



trated booklet which shows the many beautiful Musaphonic period cabinets. For a free copy write: Musaphonic 102, General Electric Co., Bridgeport, Connecticut.

GENERAL E ELECTRIC
RADIO-PHONOGRAPHS

Your Heart

is a wonderfully de-

pendable organ



that rarely fails before

old age



unless it has been abused, or

weakened by disease. The commonest abuses

are overweight and excessive exertion.



Fear of heart ailments is often groundless, so,

if you are worried about your heart—see a doc-

tor!



Remember, even with a weakened

heart you can usually lead a happy, useful life!

Medical science is on the march against heart disease

Heart ailments account for almost one third of all deaths in this country. They are caused chiefly by rheumatic fever, high blood pressure, kidney diseases, syphilis, and hardening of the arteries—especially those supplying the heart itself. Early discovery and prompt treatment of these diseases are most important in reducing the danger of serious heart damage.

Medical science is giving increased attention to studies of the heart. Notable advances have already been scored. New drugs and new techniques are opening up more avenues of investigation. Many organizations encourage this great work. For example, the Life Insurance Medical Research Fund, supported by 148 Life Insurance Companies in the U. S. and Canada, makes grants for special studies in heart disease.

If you should develop heart disease, follow your physician's advice about proper rest, exercise, and diet, as well as about special drugs and medicines. To learn more about the heart, and the diseases that affect it, send for Metropolitan's free booklet, 27N, "Your Heart."

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)
Frederick H. Ecker,
CHAIRMAN OF THE BOARD
Leroy A Lincoln



1 MADISON AVENUE, NEW YORK 10, N.Y.

IN TELEVISION . . . EXPERIENCE COUNTS AND DU MONT HAS 15 YEARS' EXPERIENCE

The most important thing for you to know about your new television set is, "Who makes it?" Does it have behind it a background of solid engineering and manufacturing "know how"? Remember, Du Mont has been in television for 15 years... pioneering in every phase of it from developing the first practical picture tube to designing and equipping the world's largest television studios. You can see the results of this experience in Du Mont Telesets,* in their clear pictures ...in their tone quality...in their flawless performance.

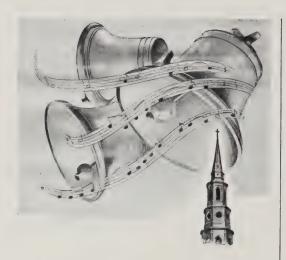
MIN First with the Finest in Television



ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES & STATION WABO, 515 MADISON AVENUE. NEW YORK 22, N.Y. • HOME OFFICES & PLANTS, PASSAIC, N. J.

*Trade-mark

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CARILLONIC BELLS

make the loveliest memorial of all...

As a memorial for those who gave their lives in service, inscribe their names, not in perishable substances, but in the skyward tones of music-in Carillonic Bells, whose glorious song will rise day after day in praise and homage.

This is the tribute that none will have to seek out, that will not yield its lustre to time. The tribute of Carillonic Bells, will send its message, pouring out in melody the wordless certainties of faith. And, listening, hearts will know, remember, reverence, those in whose honor the golden music sounds.

Schulmerich Carillonic Bells, surpassing all chimes or bells, are eminently suitable for such a memorial. A quarter-century of electronic science has enabled Schulmerich to develop tones of luminous beauty, clearly audible, even at a distance, and responsive to the most exacting degrees of modulation. They are simple to install, require no additional structure, and are moderate in cost.

If you, too, would like to create a memorial in music for those whom you have loved and lost, we shall be glad to send you a descriptive booklet giving complete details. Please address Dept. 3 NG.



CARILLONIC BELLS . TOWER MUSIC SYSTEMS . ACOUSTIC CORRECTION UNITS SOUND DISTRIBUTION SYSTEMS . CHURCH HEARING AIDS



needs clear, practical counsel and direction.

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There is one sure way to identify a monument of superior quality, design and workmanship, and the dealer who sells it: look for the Barre Guild Seal (shown above) etched inconspicuously on the monument itself and on display in your dealer's showroom. This Seal and the Guild Certificate are your guarantee of highest quality backed by an entire industry in Barre, Vt., home of famous Select Barre Granite, and "Granite Center of the World".

YOURS FOR THE ASKING

Send today for new booklet, "Monument Ideas"—a hand-picked selection of inspiring monument designs. Barre Guild, Desk NG-7, Barre, Vermont,

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Yes, WESCO has captured for you to treasure always those precious moments you thought were lost forever-preserved them sharp and clear as life, in their own inimitable colors! Every WESCO slide is a collector's item, by Mike Roberts and other topflight color photographers.

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Happier Holidays for You...

... WITH THE WORLD'S SMARTEST,
FINEST PERFORMING PORTABLE RADIO!



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Wherever you go, wherever you are...North, South, East, West...in the mountains or on the beach ...hunting or golfing...just loafing or (if you're ambitious) exploring the Arctic or Antarctic...the new Zenith Trans-Oceanic Portable puts a world of radio at your fingertips! For it's the new, even finer, more powerful model of the sensational radio that kept GI's in touch with home—from steaming jungles and frozen waste lands. It spans continents and oceans just as well in trains, planes, boats, motor cars, remote areas, as it does in your own living room or den! To tune in

any of the five international short-wave bands, simply press a button and dial them as easily as local stations. All this—yet you carry the Zenith Trans-Oceanic as easily as a piece of luggage! Today—ask your dealer for a thrilling demonstration.

* * *

Operates on long-life battery pack (up to 1 year normal usage) as well as on AC or DC current. Specially treated for high humidity...works on land or sea, in the tropics, where untreated radios fail. Model 8G005Y (7 radio tubes plus power rectifier) \$114.40, less battery. Other Zenith Radios from \$26.95 to \$395 (West Coast prices slightly higher).



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of the body muscles keeps the body fit the EXERCYCLE* way



Many doctors have written to us that EXERCYCLE is far and away the healthiest, easiest method they've found to take off weight. No weakening diets, no dangerous drugs. This revolutionary exerciser is electrically operated. Just get on and RELAX. The motor does the work and you get the exercise. It's easy on the heart. Combines motions of horseback riding, bicycling, rowing, swimming. A few minutes a day is all you need. Send for interesting booklet, "Health in Action."

excellent for helping correct intestinal discomforts caused by sedentary work

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In your own home, alone or in a group, you can now learn to speak any of 29 languages, quickly, easily, correctly, by the world-famous

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60 RCA BUILDING, NEW YORK 20, N.Y.





Television camera, receiving tube, all-electronic receiver and radio relay equipment are the result of pioneering and research at RCA Laboratories.

Behind every big stride in Television-RCA Laboratories!

From the scene of action—to your own living room—these RCA developments based upon research at RCA Laboratories mean television at its finest:

RCA Image Orthicon Camera sees whatever the eye sees, even in the light of a match! Sports events on cloudy days or in twilight do not fade because this camera eliminates the need for strong lighting.

RCA Mirror-backed Kinescope— All the lifelike realism and detail caught by the super-sensitive RCA Image Orthicon Camera is reproduced by this new receiving tube.

RCA Victor Television Receiver—with the new RCA exclusive "Eye

Witness" feature that "locks" the picture in tune with the sending station.

RCA Radio Relay equipment enables television stations to broadcast events taking place at a considerable distance from the studio, and eventually may link television stations in networks.

In television, as in radio, records or tubes, if it bears the name RCA or RCA Victor it is one of the finest instruments of its kind science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2 P.M., Eastern Time, over NBC.



RCA Victor table model television receiver with the exclusive "Eye Witness Picture Synchronizer" that assures you brighter, clearer, steadier pictures.



RADIO CORPORATION of AMERICA



She must be dreaming. This can't be her boss's desk. So clean ... so neat ... so easy to straighten out after a busy day.

Where are the unanswered letters? The unfinished memos? Where are the loose-leaf ideas . . . the pearls of paper wisdom that simply must not be swept overboard?

Dictaphone* is the Answer

One more boss has seen the light. One more Dictaphone machine installed.

Today—a swamped executive talked all of his business into a handy microphone. Alone . . . uninterrupted . . . his thoughts were as clear—as uncluttered as his desk top.

Dictaphone Electronic Dictation is the modern, efficient way of getting things done. It doubles your working ability . . . permits your secretary to go about other business while you dictate to her!

By speeding up office routine, the Dictaphone method saves time for new business, too!

Take this short cut to better business, today. Call your U. S. or Canadian Dictaphone repre-



sentative for a demonstration of the Dictaphone Model AE. See how simple it is to operate—how important it is to your entire organization.

DICTAPHONE Electronic Dictation

*The word DICTAPHONE is the registered trade-mark of Dictaphone Corporation, makers of Electronic and Acoustic dictating machines and other sound-recording and reproducing equipment bearing said trade-mark.

You'll thrill to music played by Magnavox

Both a superb instrument and truly distinctive furniture, the new Magnavox "Modern Symphony" brings you the world's great music with true-to-life naturalness of tone. Fine stores throughout America are now displaying the "Modern Symphony" and a wide variety of other post-war Magnavox models ... with thousands already delivered to delighted owners.



Photography: Stephen Heiser

The "Modern Symphony" model expresses the best in contemporary styling. Matching record cabinets are optional.

The "Modern Symphony"... now at your dealer's

Magnavox combines the wonders of radio science, F. M. and automatic record changing, with the best in furniture styling. You'll find a wide choice of models available for early delivery. Prices range from \$225. See, hear and compare Magnavox with other radio-phonographs—and you won't be satisfied until you own one. The name of your nearest Magnavox dealer is in the classified telephone directory. The Magnavox Company, Ft. Wayne 4, Ind.



Magnavox • The Symbol of Quality in Stadio — sence 1915

Cross the 49 in 47



A vacation across the 49th parallel in Alberta has more appeal than ever. In addition to supervised and expanded accommodation facilities, new hard-surfaced highways speed you over sun-painted plains to tree-girded prairie lake resorts and modern cities, or up into sky-piercing mountains where mile upon mile unfolds the unspoiled grandeur of the Canadian Rockies. Ride, swim, sail, golf, fish, hunt with gun or camera; enjoy the easy charm of Canadian living in rustic cabin or luxurious hotel. Yes, cross the 49th in '47 where prices are lower and vacation dollars buy more. Write and let us help plan a glorious, economical holiday in Alberta.











Chicago 40, Illinois.



1. YOU SWIM in mountainfresh water warmed to 72° comfort at Jasper Park Lodge...or in the naturally heated pool at Miette Hot Springs (above).



2. YOU FISH in glacier-fed rivers and lakes where hard-fighting trout literally smash at the fly. Dolly Vardens, speckled and cut-throat trout thrive in these pure Jasper waters. Better bring a spare rod!



3. YOU RIDE and climb above the clouds on Jasper's sky-line trails . . . drive through the glacial-blue world of the Columbia Icefield . . . golf where vacations are unlimited, in Jasper National Park.



4. YOU WANT TO STAY at Canadian National's Jasper Park Lodge. Here famous people from all over the world come each year to, loaf, play.

5 big moments of a JASPER VACATION

IN THE CANADIAN ROCKIES



5. MALIGNE LAKE in Jasper National Park is acclaimed by world travelers as "the most beautiful anywhere"... Make your reservations early for Jasper Park Lodge. Season June 15—Sept. 15. Come by the Continental Limited. Write or call now for full information on Canadian National's Rail Trail vacations. No passport needed—Canadian National Railways Offices in the U. S.—Boston, Buffalo, Chicago, Cincinnati, Detroit, Duluth, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Me., San Francisco, Seattle, St. Louis, Washington, D. C. In Canada, 360 McGill Street Montreal



THE RAILWAY TO EVERYWHERE IN CANADA

Will your home be the best "dance spot" in town?...

Where do your kids dance? Can they hear their kind of music at home? . . . hear it the way they insist it must be . . . true, clear, natural in tone? The Stromberg-Carlson way! We are proud that in many a home like yours a Stromberg-Carlson is a source of unending entertainment which makes it fun to stay at home. When you listen to Stromberg-Carlson "complete" FM . . . when you hear how flawlessly a Stromberg-Carlson reproduces records or brings you standard broadcasts . . . you will realize how important a beautiful Stromberg-Carlson will be in your own home. Hadn't you better see your Stromberg-Carlson dealer right now?



For the main radio in your home . . .

THERE IS NOTHING FINER THAN A STROMBERG-CARLSON

C1947, STROMBERG-CARLSON COMPANY, ROCHESTER 3, N. Y.—IN CANADA, STROMBERG-CARLSON CO., LTD., TORONTO

THE NEW WORLD . . .

THE DYNATOMIC . . .

THE GEORGIAN . . .

These are but a few of the new, exciting Stromberg-Carlsons!

They are available in a broad range of prices, with a distinguished model for every home.

WHAT IS YOUR HUSBAND'S CAREER?

(Whatever he does, remember him on his birthday with a Hamilton— The Fine American Watch)





DOCTOR. If his time isn't his own, he needs a Hamilton. This really fine American watch is as steady and precise as a surgeon's hand. (Shown above: SECOMETER—17 jewels, 10K natural gold-filled case, exclusive sweep-second setting feature. \$57.75.)





BUSINESSMAN. Does he work on a tight, high-pressure schedule all day long? Then he'll want a watch that's as businesslike as he is—a trim and handsome Hamilton. (Shown above: GORDON—19 jewels, 18K natural gold case.....\$210.00.)





EXPLORER. If he travels to far-off places, he deserves a hardy, reliable Hamilton—the watch that such famous explorers as Admiral Byrd have carried on their expeditions. (Shown above: MYRON—17 jewels, 10K natural gold-filled case...........\$55.00.)





RAILROAD MAN. If his job is keeping America's trains on time, he undoubtedly owns a Hamilton Railroad watch already. Give him a fine Hamilton dress watch for his birthday! (Shown above: MARTIN—17 jewels, 10K natural gold-filled case.......\$52.25.)

wives have careers, too! And whether your wife runs an office or a home, she'll bless you for giving her a stunning, graceful lady's Hamilton. (Shown at right, JESSICA—17 jewels, 14K natural or white gold case and domed crystal. . . . \$66.00.)

With uncanny skill, American craftsmen create the miracle that makes a Hamilton beat so faithfully, year after year. Their long experience building fine railroad watches and navigational timepieces assures greatest possible accuracy in every grade. Send for FREE booklet. Hamilton Watch Co., Dept. C-1, Lancaster. Pa.





Mr. and Mrs. David J. Hopkins and family, listening to the Magnavox Provincial in their North Hollywood home, Mr. Hopkins is an executive of Enterprise Productions, producers of "Arch of Triumph."

the magnificent M

radio-phonograph

...for new horizons in musical enjoyment



In the new Provincial, as in every

Magnavox radio-phonograph, splendid furniture craftsmanship
combines with all the wonders of radio science, FM,
and automatic record-changing. No finer performance
is available—yet Magnavox is moderately priced (from \$200).
See, hear and compare Magnavox with
other radio-phonographs—and you won't be satisfied until
you own one. Look for the name of your
Magnavox dealer in the telephone directory.

The Magnavox Company, Fort Wayne 4, Indiana



IN TELEVISION, TUNING IS THE TEST and only Du Mont offers you the Inputuner*

From Du Mont, who developed the first commercially practical television tube, comes the instant, accurate tuning of the picture program you want...made possible only by Du Mont's Inputuner. • One dial, to command a whole world of entertainment! This is typical of the completeness which distinguishes Du Mont Telesets*—from the finest in engineering to the utmost beauty of period and modern cabinets.

all MON First with the Finest in Television



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*Trade-mark

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Television today is clearer, sharper, and brighter—thanks to the improved kinescope, or picture tube, perfected at RCA Laboratories,

The Picture Tube that brought "life" to television

The screen on your home television table model receiver is the face of a large picture tube. And the skater that you see on the face of the picture tube is the identical twin of the skater being televised.

Pioneering and research in RCA Laboratories led to the development of this tube which allows none of the original realism to be "lost in transit." It reproduces everything the television camera sees, shows you every detail, keeps the picture amazingly lifelike and real.

An RCA Victor television receiver brings you all the action, drama and excitement that you'd enjoy if you were at the event in person—and on top of that it's all brought to you in the comfort of your own home . . . you don't have to move from your favorite chair.

RCA Laboratories has made possible outstanding advances in every phase of television. And for television at its very finest, be sure that you select the receiver bearing the most famous name in television today—RCA Victor.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Time, the NBC Network.



Exclusive "Eye-Witness" feature on all RCA Victor home television receivers "locks" the picture in tune with the sending station. It assures you brighter, clearer, steadier pictures.



RADIO CORPORATION of AMERICA



design of this new "Premier-20" 16mm. Ampro sound projector set new standards of convenience and efficiency of operation. The new swing-out-gate permits the inspection and cleaning of aperture plate and pressure shoe ... without ever disturbing lens focus. New dynamic speaker has wide range and adequate power. Streamlined carrying cases, richly finished in simulated leather, are scratch resistant...offer complete protection for equipment. Many other special Ampro features of this "Premier-20" bring new thrills, and enjoyment to all 16mm. sound projection.

> Write today for complete details and prices on the new Ampro "Premier-20"

AMPRO CORPORATION 2835 N. Western • Chicago 18, Illinois



A General Precision Equipment Subsidiary





New Hampshire's beauty gic. Splashing mountain streams, placid lakes and surf-rimmed shore each to "his own" seems to say "welcome home." That's why each year, vacationists return...some to fish, some to golf, others to swim or just relax, but all to enjoy New Hampshire's beauty and hospitality.

In New York visit the N. H. Information Bureau, 10 Rockefeller Plaza.

State Planning and Development Commission 868 Capitol Street, Concord, N. H. Send me FREE the N. H. Vacation Kit, containing illustrated booklets, maps and other valuable information, Do people like to come to your house?..

If you have a home where people like to come...you and your husband ought to take a moment to salute each other. You're swell people. And you have things to share that others enjoy. Chances are there's a Stromberg-Carlson for music...dancing music... listening music. You bought it because you knew that Stromberg-Carlson has built its reputation on tone and quality. You bought it because you wanted flawless complete FM and the latest advances in radio and record reproduction. You bought it because you knew nothing could contribute more towards making your home a place where you like to be, and others like to come.

BELOW YOU SEE "THE AUTOGRAPH," A STROMBERG-CARLSON RADIO PHONOGRAPH of QUALITY and DISTINCTION. Model 1135PL



For the main radio in your home....

THERE IS NOTHING FINER THAN A STROMBERG-CARLSON

©1947, STROMBERG-CARLSON COMPANY, ROCHESTER 3, N. Y.-IN CANADA, STROMBERG-CARLSON CO., LTD., TORON



THE GRACIOUS "GEORGIAN" . . . THE AMAZING "DYNATOMIC" . . . THE CHARMING "SALEM CHEST" . .

These are but a few of the new, exciting Stromberg-Carlsons!
They are available in a broad range of prices, with a distinguished model for every home.

Stromberg-Carlson Company · Radios, Radio-Phonographs, Television · Sound Equipment & Industrial Systems · Telephones, Switchboards & Intercommunication Systems





Jewelry by Seaman-Schepps

The Witchery of Music... in all the glory of natural color tone with this superb FM-AM radio-phonograph

Dream, with the composer, the music as he wrote it. Hear, with the artist, the rich harmonies and delicate shadings of his interpretation. Revel in music as you've often wished to hear it—all of it—with the Musaphonic.

Whether you play radio or recordings, it wondrously recreates the natural color tone of every voice and instrument. The very soul of music speaks to you with a clarity and realism you've never known before from radio or phonograph.

Listening to FM programs (on genuine Armstrong FM), you now share in radio's great triumph over static, fading, and station interference. Through the magic of the new G-E Electronic

Reproducer you hear all the music on your records. You'll enjoy them in the unmarred perfection of the original performance. To produce the Musaphonic's magnificent cabinets, the work of Sheraton, Chippendale and the best modern designers inspired cabinets worthy of one of the world's great musical instruments.

Now, at your Musaphonic dealers, you can see and hear this great electronic instrument, created and built to bring new beauty to the most gracious home.

Yours for the asking—this handsomely illus-



trated booklet which shows the many beautiful period cabinets of Musaphonic. For a free copy write: Musaphonic 104, General Electric Co., Bridgeport, Connecticut.

GENERAL ELECTRIC

RADIO-PHONOGRAPHS

RADIO-PHONOGRAPHS



Out Where the Rest Begins!

You're out of the city now,

You settle back with a sigh of relief, as the world goes gliding by your Pullman window.

You're out where the rest begins . . .

Park your head on the cushion and your cares in the closet. You're serene and secure in your own Pullman room.

Need anything? Just buzz for the porter. Want privacy? Simply close your door. Like to mingle with others? Slip down to the lounge car reserved for you and other Pullman passengers.

Then back to your room for some quiet reading, resting or reflection. Everything you do is *comfortable* on a Pullman!

Feeling drowsy now? Watch that big 6-foot, 5-inch bed slide out of the wall! It's softer than the sheep you don't have to count to get to sleep. You ease into those cool, clean sheets and drift off to dreams in one easy operation.

Comes the dawn—you're up with a clear head in your air-conditioned room. Temperature's just right, because you regulated it yourself. Private toilet, wash basin, and towels are there. And lots of light for shaving at that big mirror on the cabinet door.

No wonder you look like you're stepping out of cellophane when you step down from a Pullman car. You rest all the way...you get there on dependable railroad schedules...and you get off right

in town, convenient to everything!
So whenever you go

So whenever you go . . . wherever you go . . .



NEW TYPE PULLMAN CARS are now in service on some railroad lines, now being built for others. Spacious drawing rooms, bedrooms with enclosed toilets, duplex roomettes that rival the cost of a lower berth—these are among the accommodations that will give you even greater comfort when you "go Pullman."

Go Pullman

THE SAFEST, MOST COMFORTABLE
WAY OF GOING PLACES FAST!

At Home on the Range...and everywhere else

... THE WORLD'S SMARTEST, FINEST PERFORMING PORTABLE RADIO!



No matter where—or how—you travel or vacation, your new Zenith Trans-Oceanic Portable will keep you in touch and in tune with the world!

Because no other radio has such features as the "Pop-Up" Waverod and detachable Zenith Wavemagnets for standard and short wave (U.S.Patents 2164251... 2200674). No wonder this finest of portables spans continents and oceans . . . works where others won't-in trains, planes, boats, motor cars, remote areas (GI's proved this all over the world).

To tune in the five international short wave bands,

you just press a button-and dial them as easily as local stations! In far-away places or in your own living room, this luggage-styled beauty is equally at home. So take it along—and you take a world of good times with you. Get a thrilling demonstration at your radio dealer's today!

Operates on long-life battery pack (up to one year normal usage) as well as on AC or DC current. Specially treated for high humidity...works on land or sea, in the tropics, where untreated radios fail. Model 8G005Y (7 radio tubes plus power rectifier) \$114.40, less battery. Other Zenith Radios from \$26.95 to \$395 (West Coast prices slightly higher).



TRANS-OCEANIC PORTABLE

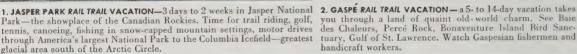
ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS . 30 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY

Vacations Unlimited...on Canada's Rail Trail

You're treated to more than ordinary enjoyment on a Canadian National Rail Trail vacation. You ride on famous Canadian National trains. You enjoy unexcelled food and service. You may take your choice of the 4 vacations sketched below-or have your vacation designed to order just for you. Plan your Rail Trail vacation now. Write or visit any Canadian National Railways office listed below.









you through a land of quaint old-world charm. See Baie des Chaleurs, Percé Rock, Bonaventure Island Bird Sanc-tuary, Gulf of St. Lawrence. Watch Gaspesian fishermen and handicraft workers.



3. MARITIME PROVINCES RAIL TRAIL VACATION -in Nova Scotia, New Brunswick or Prince Edward Island. Take your choice - or see all three Provinces - two weeks would do it. A glorious seashore holiday. Golf, swimming, fishing. Picturswimming, fishing. Picturesque villages, beaches, unforgetable forest and ocean scenery.



4. CANADIAN CITIES RAIL TRAIL VACATIONS—fascinating days in historic, old-world Quebec (above), gay Montreal, Ottawa, the nation's capital and Toronto, the "Queen City." You can enjoy 4 to 14 days sightseeing and making new friends. Vacations Unlimited also include Maritime, Prairie and Pacific Coast cities.

NO PASSPORT NEEDED — Canadian National Railways Offices In the U. S.: — Boston, Buffalo, Chicago, Cincinnati, Detroit, Duluth, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Me., San Francisco, Seattle, St. Louis, Washington, D. C. In Canada, 360 McGill St., Montreal.





Frequency-Modulation radio reception is virtually free from natural static-even thunderstorms do not interrupt.

FM Radio-another world in listening pleasure!

It's as though the orchestra were right in the room with you—and the room suspended in the silence of space. When you listen to music over RCA Victor FM, you hear FM at its finest.

Natural static interference ordinarily caused by thunderstorms does not mar FM radio reception. You are in a world of utter quiet where you hear only the lifelike music. Moreover, you enjoy the same perfect reception day or night.

The vast experience, research and skills at RCA Laboratories, such as aided in the development of RCA Victor FM, are constantly applied to all RCA products, so each one is at the top of its field.

And when you buy anything bearing the RCA or RCA Victor name— a radio (standard or FM, or both), a television receiver, Victrola radio-phonograph, a phonograph record or a radio tube, you know you are getting one of the finest science has yet achieved. "Victrola" T. M. Reg. U. S. Pat. Off.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.



With the new RCA Victor AM-FM sets you'll hear FM radio and standard AM radio (too, at their finest. Ask your RCA Victor dealer to show you the new Crestwood Victrola radio-phonographs.



RADIO CORPORATION of AMERICA



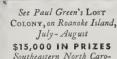
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This is the land of Blackbeard, of Virginia Dare and America's first beginnings, of the old plantation communities along the Albemarle, the Neuse and the Cape Fear.

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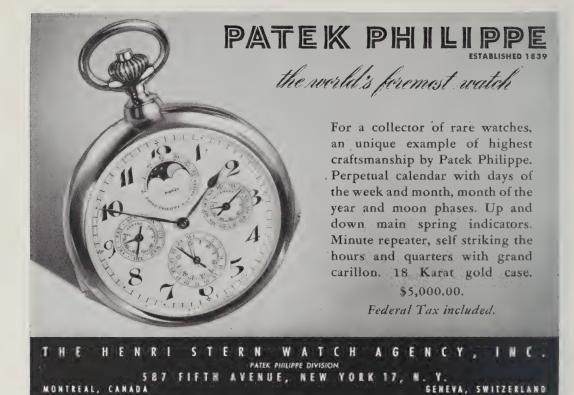
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MONSANTO CHEMICAL COMPANY, St. Louis 4 Please address inquiries to Monsanto Chemical Company, Plastics Division, Springfield 2, Mass. Lustron: Reg. U. S. Pat. Off.



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DICTAPHONE

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Miracle tone arm brings a new thrill to your record listening pleasure. Uses no coil, no crystal, no filament, no special tube. Banishes needle scretch, "talkback" or other disturbing noises. Keeps records like new for hundreds of plays longer.

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Model AE, with either hand or desk microphone.

DICTAPHONE

Electronic Dictation

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For some of you, this will be a first experience of the British Isles—with all their old-world color and pageantry, their wide choice of modern diversions and events.

Others, on this visit, will be re-living the good times and great occasionsin the fields of art and sport and commerce-that they shared with us in pre-war days. And others again, more recently here as our comrades in arms, will find that their very special place in our homes -and in our hearts-has been kept warm for them. Already, a great deal has been done in preparation for your coming. And, depend on it, between now and next April no effort within our power shall be spared that can help to make your visit with us enjoyable. SPONSORED BY THE BRITISH TRAVEL ASSOCIATION, Tourist Division of the British Tourist & Holidays Board, who advise you to see your Travel Agent and plan your trip to Britain NOW-to assure yourself of advance transportation and hotel accommodations.



Ultrasensitive RCA television camera tube cuts studio light requirements 90%.

Television finds drama in the dark — with new RCA studio camera

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A new studio television camera—developed by RCA scientists and engineers—needs only 1/10th the usual amount of light.

The super-sensitive eye of the new camera is an improved Image Orthicon Tube... of the type once used only outdoors. With it, studio broadcasts are sharper, clearer—and since so very little illumination is needed, heat in the studio is reduced to a

minimum. No more blazing lights!

Such improvements come regularly from research at RCA Laboratories, and apply to all branches of radio, television, electronics, and recording. These up-to-the-minute improvements are part of your purchase of any product bearing the name RCA, or RCA Victor.

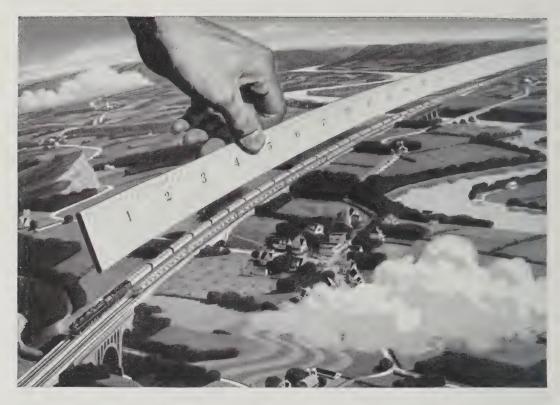
When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20, New York.



RCA Victor home television receivers bring you every dramatic effect the camera catches. RCA's "Eye Witness Television" locks pictures in tune with the sending station. Let your dealer demonstrate.



RADIO CORPORATION of AMERICA



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It is measured by the exact yardstick of *results*... results which show up in better service to the public by all American railroads—227,000 miles of them.

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Railroads were pioneers in air conditioning. Today practically every passenger car on principal runs is air conditioned. Back in 1934, railroads introduced streamlined trains. And—although no passenger equipment could be built in the war years—today around 150 of these trains, sleek symbols of modern transportation, cover 100,000 miles every 24 hours. Many more are being built!

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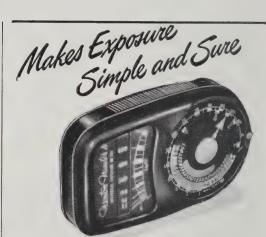
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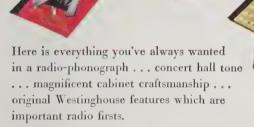
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Westinghouse has created a truly fine musical instrument for your enjoyment. Hear its brilliant true-to-life performance . . . see its exquisitely designed cabinet . . . examine its new and useful features. Then you'll agree that it is a possession that will give you many years of listening pleasure, and at a price far lower than you'd expect. See your Westinghouse radio retailer now.

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Trade-mark

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You can buy the best grades of meat and butter in quantities, at the bottom of the market. You can freeze fruits and vegetables you raise.



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See the 4- and 8-cubic-foot models at your G-E retailer's today. General Electric Co., Bridgeport 2, Conn.

GENERAL ELECTRIC



The Magnavox Windsor . . . in genuine mahogany or antiqued Escanaba knotty pine, \$750.

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Now, the world's finest musical reproduction is combined with flawless furniture in one magnificent instrument...the Magnavox Windsor. Every new and improved development of radio science is provided to give you years of listening pleasure. Look for your dealer's name in the telephone directory. The Magnavox Company,

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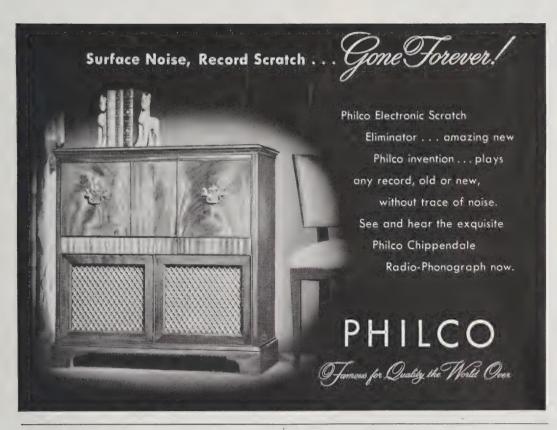
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Masterpieces on Tour: Reproduces in FULL COLOR 23 paintings from the famous German collection of European masterpieces which has drawn record crowds on its American tour. Harry A. McBride relates the wartime discovery of this art in a German salt mine and its removal to the United States for temporary safekeeping and exhibition. Reprint from the December, 1948, NATIONAL GEOGRAPHIC. Gray paper covers; 34 pages; 7 x 10 inches. 50¢ in United States and elsewhere.

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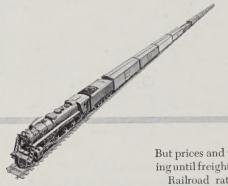
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